

Automotive Daily News

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PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 1. No. 35.

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NEW YORK, THURSDAY, OCTOBER 15, 1925

Application for entry as second class matter
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NEW SIX CYLINDER STAR ANNOUNCED

G. M. REACHES NEW HIGH LEVEL IN SEPT. SALES

Breaks All Previous
Records—See October
Just as Good

NEW YORK, Oct. 14.—Sales in excess of any month in the history of the corporation were recorded in September by General Motors, according to Alfred P. Sloan, Jr., president. He predicted the high level would be maintained during October.

"A survey of the retail demand," said Mr. Sloan, "shows that, notwithstanding the high levels of production, our cars are moving directly from factory to consumer. Sales by dealers to consumers last month closely approximated the corporation's sales to dealers, leaving practically no excess in the hands of dealers."

"The prosperity of the motor industry undoubtedly comes as a result of a general effort by the corporation to furnish cars to consumers at the lowest possible cost. The public has again responded to greater values which we are furnishing."

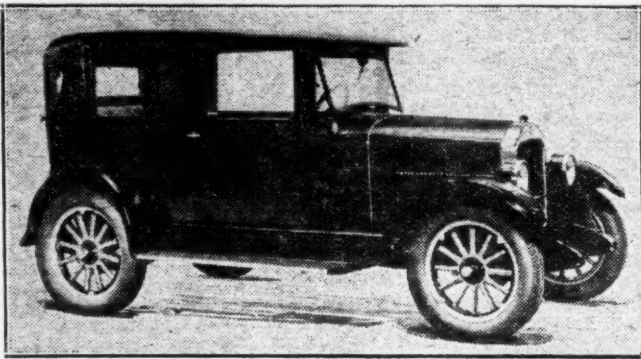
"This is also true with regard to time financing methods. In some sections of the country, long terms, small down payments and uncertain risks are being accepted merely for the purpose of selling cars. So far as General Motors is concerned, we have adopted a policy through our subsidiary General Motors Acceptance Corporation which definitely places us on record as opposing unsound practices in that regard."

Realizing that the ultimate cost of financing the sale of cars on time payments must be born by the purchaser we have adopted standard rates for handling this business which insures the purchaser against excessive charges.

DISPLAY advertising
of these manufacturers
will be found regularly
on the pages of the Auto-
mobile Daily News:

Automotive Rotary Lift
Buick
Chevrolet
Continental Motors
Flint
Hupmobile
Hewitt Rubber
J. H. Newmark
Jubasz Carburetor
Locomobile
Oakland
Pierce-Arrow
Rawlings Company
Rickenbacker
USL
William R. Rowe Co.
Wisconsin Parts
Wise Industries

THE STAR SIX COACH announced by Durant Motors, Inc., today.
Production on the new Star Six line is already under way.



Automotive Plants Employ More Labor

Special from A. D. N. Washington Bureau
Washington, D. C., Oct. 14.—An analysis of the reports received by the United States Employment Service for September reveals an increase in employment in several of the major industries.

All classes of labor appear to be well employed in Michigan. There is a shortage of help in the automobile industries. Employment in the automobile and accessory plants is 100 per cent, and it is expected this condition will last for some time.

A shortage of skilled mechanics exists in the Detroit industrial district. A surplus of common laborers is noticeable in the automobile industry. A few automobile plants are working overtime.

Automotive plants in Toledo are operating overtime.
Akron rubber factories ran through September with no decrease in operating schedules.

FIRE DESTROYS PUMP PLANT OF MONROE CO.

Special from A. D. N. Detroit Bureau
Detroit, Oct. 14.—Fire of unknown origin completely destroyed the pump plant of the Monroe Equipment Company, located at Monroe, Mich. The firm is one of the largest manufacturers of automotive accessories, supplying material for Buick, Chevrolet, Dodge, Chrysler and other well-known makes of cars.

While building will begin at once to replace the pump plant, it is not believed that manufacture can be resumed much before the first of the year. In the meantime, arrangements have been completed to have the pumps produced temporarily in the plants of other manufacturers.

NEW SIX-WHEEL TRUCK BEING MADE IN SWEDEN

Washington, D. C., Oct. 14.—The Automotive Division of the Department of Commerce today received a report containing several descriptions, blue prints and photographs of a new six-wheel motor truck manufactured by a Swedish company.

Copies of the exhibit are available to American manufacturers upon application to the department.

U. S. AUTO MFRS. MAY BUY SHIPS

New York, Oct. 14.—Representatives of leading American automobile manufacturers have started negotiations for the purchase of a fleet of about twenty vessels from the United States Shipping Board, to be used in the transportation of their products to European countries.

Hudson, Chrysler, Dodge and Hupp are said to be involved in the deal which calls for an approximate payment of \$1,000,000 to the government. The boats under consideration are of 4,200 deadweight tons and were built during the war at the Great Lakes yards.

The Ford company is already operating a fleet of its own ships from Detroit to foreign parts, and the success of this venture is said to have inspired the other manufacturers.

CONGRESSMAN SEEKS CUT IN AUTO EXCISE

Flint, Mich., Oct. 14.—"It is my hope that Congress will make a material reduction in the automobile excise tax," asserted United States Representative Louis C. Crampton of the Seventh Michigan District, when interviewed today by a representative of The Automotive Daily News after he had addressed the Flint Chamber of Commerce on the budget and financial system of the United States government.

"I think it is fortunate that Michigan is represented on the Ways and Means Committee by Congressman James McLaughlin of Ludington, who is the dean of the House and in his committee. He framed the amendment that was adopted in the house in the last tax revision. He understands the question and will continue the fight that he has been making and I know he will have the support of the entire Michigan delegation."

AUTO RACER KILLED

Brownwood, Tex., Oct. 14.—Bud Putnam, Des Moines racing car driver, who was seriously injured in a collision on the speedway during a racing classic here recently, is dead. Putnam's mother sped to his bedside by airplane from Muskogee, Okla., reaching his room just before he died.

Already in Production; To Build 75,000 in 1926

NEW YORK, Oct. 15.—One of the few real surprises of the year was sprung by Durant Motors, Inc., today when it announced a new line of Star six-cylinder models, of which 75,000 are expected to be built during 1926.

STATE SHOULD CONTROL BUSES

Should Have Immediate
Jurisdiction Says
Penn. Official

Special from A. D. N. Washington Bureau
Washington, D. C., Oct. 15.—State agencies should regulate motor bus transportation in its interstate aspects under delegation of Federal authority, W. D. B. Ainey, chairman of the Pennsylvania Public Service Commission, declared in an address at the opening session of the convention of the National Association of Railroad and Utilities Commissioners here. Judge Ainey is president of the association.

He recommended reconciliation of Federal and state regulation to preserve state authority over what he termed a purely local transportation agency.

Motor transportation, he added, is now a recognized form of transportation, but should be correlated with other forms of transportation, notably with the large railroad systems.

Striking at the very foundation of accepted bases for utility and railroad rate-making purposes, Judge Ainey said that financial valuation of utilities "is not an essential pre-requisite to rate determination."

District Commissioner J. Franklin Bell told the convention that matters pertaining to bus transportation are going through a process of evolution at present.

Congress was seen to be nibbling away the jurisdiction of the state in regard to control of utility matters and turning jurisdiction over to Federal regulatory bodies by Dwight Lewis of Iowa, former president of the association. He declared the advocates of state rights in utility matters may be the vanguard of a new school of thought.

MARMON SEPTEMBER SALES INCREASE 98%

Detroit, Oct. 14.—The Detroit factory of Nordyke & Marmon Co. reports increase of 98 per cent. in September sales over September, 1924. The first nine months of 1925 have been one of the most successful periods of Marmon's history in Detroit, according to the local factory branch. With the sales stimulus provided by the new 1926 models, even greater gains are expected for the remainder of the year.

The Six is now in production and will shortly be in the show rooms of Star dealers throughout the country.

So quietly has the Durant organization been going about the preparation of this new car that not even the industry, in which there are few real secrets, had the slightest inkling of this new development on the part of the company.

The Star Six, Durant officials claim, is more than just another car to fill out a line. It is the result of careful planning and building to produce an unusual 6-cylinder car in the less-than-\$1,000-price class.

The motor of the new Star Six is of the "L" head type, bore 2 3/4, stroke 4 3/4, and develops 40 brake horsepower. It has full forced feed lubrication and silent chain front drive.

The chassis has six cross-members, giving it exceptional strength, while the kick-up frame permits a low center of gravity and a low hung body.

All bodies are by Hayes-Hunt Corporation and are lacquer-finish in black and sagebrush green. Radiator shell is nicked and fenders are black enameled.

The wheel base is 107 inches. Tires 4.95 balloon standard and wheels are artillery type, natural wood finish, with extra heavy spokes.

The windshield is of the one-piece full, ventilating type and in addition there is a cowl ventilator and two visor overhead ventilators. Standard equipment includes automatic windshield wiper, as well as rear view mirror and cowl lights.

For the present the Star Six line includes a coach, a coupster and a coupe.

It is quite likely that the Star Six will be produced at the four Star plants: Elizabeth, N. J.; Lansing, Mich.; Toronto, Ont., and Oakland, Cal., thus affording economical and rapid distribution to all parts of the country.

PORTUGAL TARIFFS

London, Oct. 14 (U. T. P. S.).—Incomplete passenger cars, without bodies, weighing up to 1,000 kilos, entering Portugal must now pay a tariff ranging between 0.20 escudos and 0.15 escudos per kilo. Between 1,000 and 1,500 kilos the rate ranges from 0.40 escudos to 0.20 escudos per kilo.

The rate for passenger cars with bodies is 20 per cent. above those for chassis.

New passenger car registrations throughout the country, compiled for the week and month, will be found on Pages 6 and 7 of this issue.

Gasoline Taxes Help Swell State Treasuries

SAN FRANCISCO, Oct. 14 (U. T. P. S.).—Gasoline taxes by the state of California for the fiscal year just ended aggregated \$14,882,461.02, it has been announced by State Controller Ray Riley.

A set total of \$860,676.97 in gas tax payments is still unpaid, due to litigation now pending in the courts, according to Riley.

WASHINGTON

Olympia, Wash., Oct. 14.—Gasoline sales in the State of Washington for the month of September totaled 17,556,852 gallons, or 1,936,477 gallons in excess of those for the corresponding month in 1924, according to State Treasurer W. G. Potts. This is a new high mark for the State, Treasurer Potts pointed out.

The tax of 2 cents a gallon during September totaled \$351,139.04, from which refunds of \$26,590.38 were deducted for gasoline used for non-motor vehicle purposes, leaving a net income of \$324,548.66 for the State highway fund.

ARKANSAS

Little Rock, Ark., Oct. 14.—Gasoline and oil taxes for August, collected during September, are running far ahead of estimates made by the Department of Insurance and Revenue. On September 23 the department reported that \$371,523.69 had been collected. During July the tax collected was \$346,453.48.

OHIO

Columbus, O., Oct. 14.—Five million dollars in gasoline taxes had been brought in by the new gas tax law up to September 1, reports just compiled show. The law had been in effect four months and eight days. Many claims for refunds have been made by farmers who use gasoline in tractors; rubber factories, dry-cleaning establishments and others. Officials say the gasoline tax is the easiest in the state to collect. The attorney general has made collection on all accounts reported to him.

KANSAS

Topeka, Kan., Oct. 14.—Kansas, through its two cents per gallon tax on gasoline sold, collected during August the total of \$375,391.37, the lowest amount collected in any one month since the tax law went into effect, May 1. To date the state has received \$1,698,131.44 from gasoline users of the state.

MAINE

Augusta, Me., Oct. 14.—The rates of gasoline taxation on June 30, 1925, and the revenue derived in the first six months of 1925 in the state of Maine were: One cent tax rate to June 30, with gross tax receipts of \$202,477 for the first six months of 1925. A three-cent gas tax went into effect on July 11, 1925.

VIRGINIA

Norfolk, Va., Oct. 13.—The average motorist in Virginia contributed \$7.44 in gasoline sales taxes to the State Treasury during the first six months of this year.

That was practically double the average amount collected in gasoline taxes for each registered automobile throughout the United States, although Virginia's tax rate is only slightly higher than the average for all the states. Each automobile registered in the United States contributed an average of approximately \$3.40 in gas sales taxes to the treasuries of the respective states during the first half of 1925.

The sales tax on gasoline brought in a total of \$1,681,786 to the State of Virginia between January 1 and June 30 of this year.

CONNECTICUT

New London, Conn., Oct. 13.—The next general assembly in this state will have presented for

WOULD REPLACE CARS WITH BUSES

Detroit Commissioner Says Motors Will Solve Problem

Special from A. D. N. Detroit Bureau

DETROIT, Mich., Oct. 14.—John J. Barlum, member of the Street Railway Commission, in an address yesterday to his fellow members went on record as favoring replacing trolley cars in Detroit with motor buses throughout.

"I am ready to admit," he said, "that I am a convert to the motor bus system as a means of transportation, and I believe that its use offers the only solution to our traffic problem."

"I have made a careful study of the trolley and the bus systems in New York and I firmly believe that the elimination of street car tracks and street cars in our cities is only a matter of time. Buses will take their place."

Mr. Barlum endorsed the more general use of buses in Detroit at once on the ground that the modern type of bus is built to carry as many passengers as the average street car with the added advantage of being a flexible and independent unit of transportation.

Col. H. U. Wallace, general manager of the Department of Street Railways, said that he was making a thorough investigation into the possibilities of bus transportation and that he would probably be ready to report his findings to the commission in about three weeks. The city has already made a beginning along the lines suggested by Barlum as already announced in the Automotive Daily News.

consideration a bill to abolish the State tax on gasoline.

Motorists in Connecticut made no complaint when the tax was one cent a gallon, but when the last General Assembly passed a measure increasing the tax to two cents on a gallon, they reached the opinion that they were over-taxed.

Prominent members of this year's legislature say that they are being approached in large numbers by motorists who have just awakened to the fact that the 2-cent tax is making the price of gasoline, which even without the tax is higher in this section than anywhere else in New England, almost oppressive.

NORTH CAROLINA

Raleigh, N. C., Oct. 13.—Gas tax collections in North Carolina for the quarter ended September 30 were \$102,940.14 greater than collections for the same period during 1924, it has been disclosed at the State Department of Revenue here.

Total collections for the quarter were \$1,336,851.30, against a total of \$1,233,911.16 last year.

The collections showed a sharp drop during the month of September, netting \$65,129.67 less than for the same month of 1924, but record collections during July and August made up for it. The rate this year is 4 cents a gallon. Last year it was 3 cents, the increase going into effect in May.

Principal Speakers at N. A. D. A. Meet



William L. Colt, president of the New York Association.



C. B. Warren, who presides at the sales conference tonight.



Sidney Bowman, who is first vice-president of the local association.



Harry G. Bragg, secretary of the New York Automotive Merchants' Ass'n.

N. A. D. A. Congress to Be Held in N. Y. Tonight

New York, Oct. 14.—More than 500 members of the Automobile Merchants' Association of New York, Inc., their sales managers, salesmen, sub-dealers and respective staffs are expected to attend the sales congress of the National Automobile Dealers' Association at the Hotel Astor tomorrow night.

National automotive authorities will discuss sales, sales plans,

salesmanship, management, maintenance, used cars, profits, and market analysis from the standpoint of successful methods used by prosperous dealers and distributors.

Tonight at the Astor the A. M. A. will be host to the N. A. D. A. staff and New York dealers.

C. B. Warren is chairman of the sales congress committee of the A. M. A.

Norfolk, Va., Ford Plant at Maximum

Norfolk, Va., Oct. 14.—The Ford Motor Company's assembly plant at Norfolk today is nearing its maximum production capacity.

Three hundred automobiles daily are to be turned out by the two shifts on the payroll, and the production is to continue at that rate for the remainder of October.

On the payroll today were 1,275 names, more than two hundred above the number employed at the time the plant suspended operations in August for readjustments in order to turn out the improved models.

The plant, with its present facilities, is approaching capacity, and, with orders coming in faster than cars can be turned out, the present schedule will probably continue indefinitely.

Production of the improved models was started last week and dealers in this section are exhibiting coupes in addition to the open models. Indications are that it will be a few days longer before the sedans are ready for distribution.

The two shifts operating will be continued indefinitely, Manager W. W. Mitchell said this morning, and no great changes in the payroll, especially no decreases, are anticipated in the near future.

The highest production reached at the Norfolk plant before the recent suspension was 220 cars daily, and the payroll numbered only slightly more than 1,000 persons.

Buses Must Stop At R. R. Crossing

St. Paul, Minn., Oct. 14.—Motor buses operating in Minnesota are required to come to a full stop at every railroad grade crossing. Special attention to this provision of the state traffic laws is asked of all bus companies in letters sent out yesterday by the State Railroad and Warehouse Commission.

Motor bus companies operating in Minnesota must file liability insurance policies with the State Railroad and Warehouse Commission. This was the opinion handed down yesterday by C. L. Hilton, attorney general. The companies may if they wish file certified copies of the policies with the various city authorities, but local insurance requirements' ordinances do not take precedence over the state law.

Keep step with the industry through the Automotive Daily News.

A. A. A. TO RESCUE OF MOTORISTS

Special from A. D. N. Washington Bureau

Washington, D. C., Oct. 14.—Because of the fact that during the 1925 touring season thousands of motorists have been the victims of traffic regulations with which they were not familiar, the American Automobile Association broadcast an appeal yesterday urging civic authorities everywhere to treat "foreign motorists" with consideration during the present period of intensive experiment in traffic regulation.

Thomas P. Henry, president of the American Automobile Association, called attention to hundreds of communications reaching headquarters here which prove that in addition to being the favorite victim of roadside courts and speed traps the foreign motorist is unduly penalized for running foul of novel regulations.

Following his transcontinental motor run, during which he made an exhaustive survey of conditions, Mr. Henry made the statement that the variations in traffic regulation throughout the country are such as to make a violator of every motor tourist somewhere along the line.

GOVERNMENT APPOINTS BOARD TO STUDY TRACTORS

Washington, D. C., Oct. 14.—The Department of Agriculture has undertaken an exhaustive survey relating to tractors and other operating equipment. The objective is to outline a program for future work that will serve as a guide to the colleges, farm implement industries and other agencies.

J. B. Davidson, head of the Department of Agricultural Engineering, Iowa State College, has been selected to supervise the project. He will be aided by an advisory council appointed by Secretary Jardine and composed of eight representatives.

Secretary Jardine appointed the following as members of the council: G. W. Iverson, Advance-Rumely Thresher Company; H. C. Lisle, Bean Spray Pump Company; R. B. Lourie, John Deere Plow Company; D. McDonald, Jr., B. F. Avery & Sons; J. C. Myers, A. E. Myers & Bros. Company; W. L. Weintz, J. E. Porter Corporation; F. A. Wirt; J. I. Case Threshing Machine Company, and Arnold P. Yerkes, International Harvester Company.

CHANGE NAME

Memphis, Tenn., Oct. 13.—Fred Gemmill and Whit McCaughan have changed the Hemlock 6400 Tire Company to the G. & M. Tire Company.

ENGLAND ANXIOUS ABOUT LIGHT CAR

Concern Caused by Reports America May Enter Field

LONDON, Oct. 14 (U. T. P. S.).—The recent statements by the automotive division of the Department of Commerce at Washington, D. C., and similar observations by men in the American auto industry, that the British light car market must be watched if export records are to be maintained, has created much concern in British auto manufacturing circles.

They are taken to presage the concentrated invasion of British markets by American manufacturers who will respond to the warnings of the Department of Commerce with quantity production of 5 and 6 horsepower light cars similar to the Morris and Austin.

Despite the concern manifested by many, cooler heads do not share the opinion that American manufacturers will swing immediately to the mass production of light cars. They point out that such change on a large scale would necessitate something in the nature of an upheaval of established plants and methods, but they do agree that America is "listening in" to European signs and portents and will have to be calculated soon as a competitor in the production and sale of cars of the present European light type intended for the peculiar needs of the European market.

Other circles, more sure of the dominance of the British light car in its own markets, take the statement of the Department of Commerce as a warning to American manufacturers that they may have to face the competition of British light car manufacturers in the United States.

They take it as a suggestion that small European manufacturers may even compete with manufacturers in America. Special reference is made to the fact that Great Britain has led the way in the development of the small, high-efficiency engine, and attention is also called to the export statistics of Great Britain and the part which cars of the light type have played in increasing the export trade.

It is pointed out that it is not from the angle of low original investment alone that British and Continental small cars have found favor with foreign people, since these people have come to throw aside their earlier distaste for owner-driven machines, as the British and Continental light cars have selling prices ordinarily considerably above American low-priced cars.

The recent attempt to negotiate the General Motors-Austin merger is taken as realization by the executives of the former that the day of the light car is coming in the United States, just as it is now present in Great Britain, and that the manufacturer who can produce the same make of light car on both sides of the water will be in an advantageous position indeed.

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MOON COMPANY DOES 77% MORE BUSINESS

St. Louis, Mo., Oct. 14.—What effect the addition of the Diana light 8-cylinder car had upon the business of the Moon Motor Car Company can best be realized in a report received covering months of July, August and September, the company announces.

Cash business done in July, 1925, exceeded the year before by 103 per cent. August exceeded 1924 by 50 per cent. and September 83 per cent.

This put the third quarter's net business 77 per cent. ahead of the third quarter of 1924, the announcement said.

MID-SOUTH SEES HEALTHY SALES IN AUTOS AHEAD

Special to the Automotive Daily News

MEMPHIS, TENN., Oct. 14.

—The Mid-South is beset with a volume of automobile business such as has not been experienced since the boom period caused by the war.

In Memphis, the focal point of the rich Mississippi delta region, indications are unmistakable for a protracted session of car buying. It is a well-known fact that when the South has money it is far from niggardly. Only a miracle can stop up the horn of plenty this year.

In Mississippi, Arkansas, west Tennessee, and southeast Missouri the plantation owners and farmers are making cotton. The biggest difficulty of late has been to secure pickers. To supplement the insufficient negro labor Mexicans have been imported in train loads, and more are on the way. Such a plentiful crop is being produced in this fertile territory that a shortage of bagging and ties for baling exists today.

Cotton is the money crop of the South. It is the end of the rainbow which has been known to make and break many a good man. Being the money crop, cotton has always blinded the farmer to a varying degree to the fact that necessities must come before luxuries. This year more than ever before has the doctrine of diversification taken root so that the people have first provided food and feed for themselves and stock, leaving their cotton as net profit.

In the automobile industry a generalization can be drawn from the situation at the assembly plant of the Ford Motor Company, located on the bank of the Mississippi here. Each of its 223 dealers in the surrounding territory has enough orders for the new cars to require several weeks to fill. Each of the six Ford dealers in Memphis has at least 100 unfilled orders, and at least two have more than 300 purchasers pleading for deliveries. To fill this insatiable maw the local Ford manager asserts that 15,000 cars will go through the plant this month, and that he is endeavoring to obtain 15,000 more from other branches where the demand is not so great.

another big producer the Hudson Motor Company, has been asked to double the allotment of Hudson and Essex cars for the Memphis distributor over the number taken last year.

The new Star and Durant dealer recently signed here is experiencing a volume of business far beyond his fondest speculations. Chrysler is going strong. Buick has not yet caught up on its orders since the new series was announced. Oldsmobile has had an empty showroom for many weeks. Chandler and Cleveland seem to be stepping out better than ever before and are now represented in new localities. Dodge is enjoying sales never before equalled here.

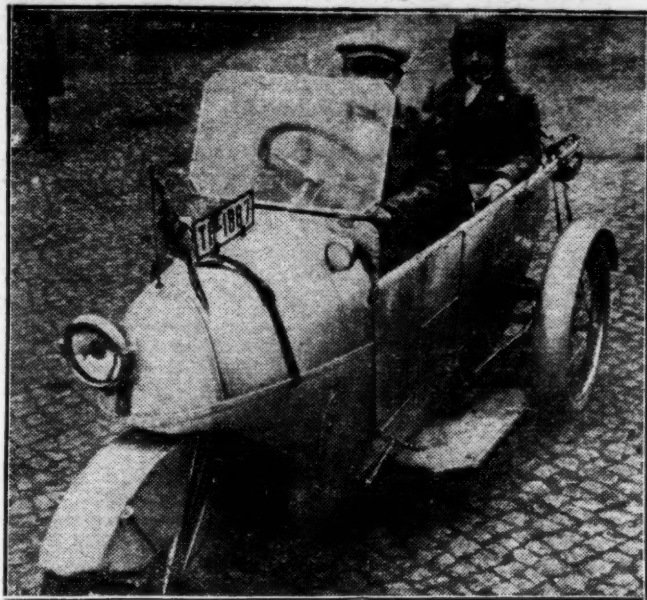
Recently a solid train load of fifty-four cars, containing 206 automobiles, was shipped into Memphis from the Willys-Overland factory. Since then every one of the autos has been absorbed and several more carloads received to follow them.

Judging from the motor car situation, therefore, if from no other, it is evident that the mid-South, that territory served from the Memphis distribution center, has come into its own this year. And the automobile dealers, big and small, are on deck to make the most of the situation.

NEW DISTRIBUTORS

Portland, Ore., Oct. 12 (U. T. P. S.). — Among British Columbia dealers recently appointed are Eve Brothers, Ltd., who will handle Paige-Jewett line at Victoria, B. C., and Begg Motors Company, Ltd., distributors for Nash and Ajax cars, in Victoria, B. C.

NO ROOM FOR SPARE TIRES HERE—New three-wheeled car which has made its appearance in Berlin. The body is entirely of aluminum. It has just about room enough for two passengers.



P. & A. Photos.

Distributor Doings

NEW DISTRIBUTOR

Atlanta, Ga., Oct. 14 (U. T. P. S.).—Distribution of the Wills-Ste. Claire line in the Atlanta and Georgia territory has been taken over by the Hinds-Hull Motor Company, which has established salesrooms and a service station at 261 Peachtree St., it is announced by Richard L. Hull, vice-president and general manager of the company, which is a new organization formed recently.

ENTERTAINS DEALERS

Ottawa, Ia., Oct. 14.—R. K. Hitchens, recently appointed manager of the Davis Auto Company, 224 West 2d St., was host to thirty-three Buick dealers in this territory at the distributors' show rooms at one of a series of Buick auto clinics. C. E. Kinney, representative of the Chicago branch; E. A. Rossow and R. E. Harrison of the Chicago office were speakers. A chassis of a Buick was dismantled and its mechanism thoroughly detailed to the attending dealers.

EXPORT OFFICE

Detroit, Oct. 14.—Harry M. Robins, veteran automobile man, has established an export office at Detroit, where he has secured distribution rights abroad for several American cars. For two years he was advertising and export manager for Continental Motors; later he was associated with Dodge Brothers, Inc., and more recently was active in sales organization work with C. W. Matheson for the Oakland Motor Car Company.

CUBAN DISTRIBUTOR

Auburn, Ind., Oct. 14.—Announcement has just been made by the Auburn Automobile Company of the appointment of Dario Sylvia of Havana, Cuba, as distributor for that country. Mr. Sylvia recently visited the Auburn factory and while here placed an order for a large shipment of Auburn cars.

STEARNS DISTRIBUTOR

Detroit, Oct. 14.—Dave W. Compton, service manager for the F. B. Stearns Company at Detroit, has been appointed Stearns distributor for Michigan. He is opening quarters at 4130-4132 Cass Ave. Mr. Compton is an old Stearns employee. From 1908 to 1915 he was in the experimental, test and service departments at the factory; in 1915, he was sent to the Pacific Coast, in charge of factory service for that district. He has been in Detroit since 1919.

CLEAN UP IN DRIVE

Cleveland, Oct. 12.—Kansas City branch of the Peerless Motor Car Company of this city reports sale of forty used cars for \$23,000 in two weeks' drive.

Detroit Demonstrates Need of Brake Test

Detroit, Oct. 14.—Detroiters to the number of nearly 3,000 a day are having their automobile brakes tested at four stations in the city proper, one in Highland Park and one in Ham-track. Out of 2,815 cars examined, 619 were found to have brakes that were not up to standard—a sufficient evidence of the necessity for inspection. The work of inspection is being done under the direction of the Detroit Automobile Club by members of the police department and by mechanics furnished by the D. A. D. A.

Chicago Used Cars Must Pass Strict Examination

Chicago, Oct. 14.—Used cars at the seventh annual show in the Coliseum were forced to undergo rigid inspection before being granted permission to go on display. Those passing the acid test were rewarded with a green tag bearing a red seal and the slogan "Tested and Approved," a term coined by the Chicago Automobile Association. The standards set by the association are high, as exhibitors have learned.

Here are the Rules for Inspection which govern the expert committee.

MOTOR—Must be free from carbon, noise tappets and knocks; must be clean, painted or at least washed. No car will be accepted with a broken, cracked or patched cylinder block, crank case or leg. Wiring must be free from ragged insulation. Water system must be free from leaks.

ELECTRICAL SYSTEM—Battery must be charged so as to start motor; starter, generator and ammeter must function properly.

LAMPS—Must be free from dents, be in line, equipped with bulbs and glasses, and function properly.

TRANSMISSION—Must be free from unusual noises and function properly for all speeds, forward and reverse.

UNIVERSAL JOINTS—Must be tight and free from excessive wear.

REAR AXLE—Must be free from excessive noise.

CLUTCH—Must function properly.

BRAKES—All brakes must function properly and be in first-class condition.

WHEELS—Must be in line with properly adjusted bearings and king pins.

SPRINGS AND SHACKLES—Springs must be free from broken leaves and sags; shackle bolts must be adjusted properly.

SPEEDOMETER—Must be complete and function properly.

FRAME—No car will be accepted with broken, bent or cracked frame.

TOP AND CURTAINS—Tops must be free from holes and unsightly patches; should be dressed and interior cleaned. Each top should have a complete set of side curtains that fit.

PAINT, FINISH AND NICKEL—Appearance of car must be good; free from body dents, and either repainted or finished in excellent condition; nickel parts should be either renickeled or polished.

TIRES—Must all be good. Not necessarily new, but free from holes in the rubber.

FENDERS, SPLASH APRON AND BUMPERS—Fenders and splash aprons must be free from dents, have their original contour and must be tight and free from rattles. Bumpers must be in good condition, properly fastened to the car and either nickeled or painted.

HOOD—Must fasten properly with original number of hood clips.

RADIATOR—Must not leak. Core must be free from dents and of good appearance, either clean or painted.

HUB CAPS—Must all be there and free from dents.

RUNNING BOARDS AND FLOOR BOARDS—Must be free from holes in their covering.

CARPETS—Must be free from holes, must not be shabby and binding must be intact.

DOORS—Must open and close properly and all door handles must be complete.

CLOSED CARS—Must be free from cracked or broken window or door glass.

UPHOLSTERY—Must be free from holes, not shabby but clean.

for Economical Transportation



Long, semi-elliptic springs extending over 88% of the wheelbase give riding comfort in Chevrolet that is unexcelled.

They are made of chrome vanadium spring steel, the same spring stock used on the highest priced cars.

It is such fine car quality in Chevrolet that gives it so ready a sale.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring\$525

Coupe\$675

Commercial Chassis\$425

Roadster 525

Coach\$695

Sedan 775

Express Truck Chassis... 550

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500.

Application for entry as second-class matter is pending at Post Office, New York, N. Y.

O. J. Elder, President; George M. Stocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

THURSDAY, OCTOBER 15, 1925

Advertising Headquarters—1926 Broadway, New York, N. Y.
Harry A. Tarantous, Advertising Manager, George M. Stocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1927 Henry Building, Seattle, Wash.
Address A. L. L. advertising cuts, copy and correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone: Franklin 3900.
Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

SUBSCRIPTION RATES
United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.
Single copies, 10 cents.
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

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Meeting the Market

ONE of the lessons that the successful exporter must learn is to meet the demands of his foreign customers. Frequently the preferences of foreign buyers seem foolish to the manufacturer or his representative, but they must be met if the foreign business is to be gained and held.

One of the great advantages that the Germans have always held in export trade is their willingness to meet the desires of foreign buyers. If the buyer expressed a desire for a motor car striped mustard yellow and apple green with purple spots, the German manufacturer gave him just that color combination.

On the other hand, the failing of American exporters in the early days was to exhibit a line of goods, made after American ideas and according to the taste of the home buyer. If the foreign customer liked the goods he could have them, but if he did not, he could let them alone. Frequently he did, until a German salesman came along and met the foreigner's ideas. Then he bought.

Education in export practice has altered our somewhat high-handed methods of procedure, but there is still a temptation with American houses to be a little too unyielding in their attitude toward foreign preferences.

It is important that we learn the delicate art of catering to export markets and learn it thoroughly. From now on we are going to come into earnest competition with two nations which have the exporting tradition ingrained in their commercial life. England is already strongly entrenched and Germany is coming back in leaps and bounds. We have the products that all the world wants, but we must learn how to sell them in foreign markets.

Legal Uniformity

IN this country where forty-eight states jealously guard their individual rights, it is difficult to obtain uniformity of laws. In no other legal field is there quite the same diversity of ideas as there is in that of motor vehicle regulation. Every state has its own laws regulating lighting, driving, registering, signaling and almost every other phase of the use or abuse of motor vehicles.

If it were possible to get forty-eight state legislatures to agree on a complete legal code for motor vehicles, the lives of motorists and manufacturers alike would be marvelously simplified. And though the day may be distant, uniform laws will come and every motoring body and every individual motorist should work to that desirable end.

Take Pen in Hand

And sign the petition below. Paste a strip of paper below your signature and ask your employees and customers to sign also. When you have got all possible names to the petition send it to the Automotive Daily News, 25 City Hall Place, New York City.

A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war-time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

Signed.....

Address.....

CLOSED CARS LEAD AT DANBURY SHOW

Sales Indicate Demand For Better Cars; Other Show News

Danbury, Conn., Oct. 14.—The universal popularity of the closed car and the constantly increasing demand for cars of that type by the public was emphasized in the Danbury Automobile Show, held in connection with the Danbury Fair, where of more than 200 vehicles on exhibition only five were open cars. Coaches were not only most in evidence in the show but attracted greater attention than any other model and led in the number of inquiries on the part of visitors and in the number of sales closed by exhibiting dealers.

Summarizing the results of the show today, Herbert Lake, superintendent of the exhibition, said more sales were made than at any previous show and that they represented a much greater value per car.

ATLANTA SHOW NOW ON

Atlanta, Ga., Oct. 14 (U. T. P. S.).—With most of the dealers and distributors in Atlanta representing the motor car, motor truck and accessory branches of the automotive industry exhibiting, the annual fall automobile show is now being held in the Automobile Building in Lakewood Park, in connection with the annual Southeastern Fair.

The tractor and power farming equipment show is being held in connection with the Southeastern Fair also.

KLEIBER TO EXHIBIT

San Francisco, Oct. 14 (U. T. P. S.).—The Kleiber automobile, manufactured in San Francisco, is to have a prominent exhibit at the California Industries Exposition which opens in San Francisco on October 17.

SOCIETY SHOW SUCCEEDS

Suffolk, Va., Oct. 14.—Thousands of motor fans thronged the Four-County Fair Grounds to see Suffolk's first society automobile style show which comprised sixteen entries. The event brought the annual fair to a close.

The unique feature proved one of the most interesting events of the season and attracted much attention as close rivalry developed among the contestants.

PLAN ARMISTICE DAY SHOW

Baton Rouge, La., Oct. 14.—An automobile show will be held here on November 11 in connection with the Armistice Day celebration of the American Legion. Local dealers will show their models.

TO EXHIBIT ALL LINES

Waco, Tex., Oct. 14.—The automobile show at the Texas Cotton Palace International Exposition here, October 24 to November 8, will be under the supervision of the Automotive Dealers' Association of Waco, recently organized. A complete show is being planned, and every division of the automotive industry will be represented.

CAMDEN PLANS SHOW

Camden, N. J., Oct. 14. (U. T. P. S.).—The annual auto show has been scheduled for the second week in February at the new Convention Hall here, which is still incomplete but will be ready for use by January 1. Details of the show are to be planned by the new board of governors of the Camden Automobile Trades Association.

NORFOLK SHOW A SUCCESS

Norfolk, Va., Oct. 14.—During the recent fall festival and style show week, the automobile occupied the spotlight position in a special downtown motor car parade and exhibit arranged by the members of the Norfolk Automotive Trades Association. More than 100 cars took part in the parade and a throng estimated at over 30,000 viewed the handsome motor creations in the unique display. Plans are now being formulated for a review on an even larger scale during the spring festival week next year.

Sales Scents

The sales manager of a large production car was visiting dealers. As he entered a sales-room in the West, he was approached by a bright-looking young man who did not know him.

On the impulse of the moment, the sales manager said to the youth: "Can you tell me ten reasons why I should buy this car?"

The youth started bravely, but he slowed up at five and was through at seven.

The sales manager congratulated him on the effort, revealed his identity, and went on to talk to the dealer. Later the ten-point question was asked of the entire staff of that dealer.

By this time the youth was ready and came through with ten pretty good reasons.

That incident started something in this car organization.

The sales manager rode this ten-point hobby for some time, and put out a questionnaire on it, and eventually there were selected ten points that were accepted generally as the best ten points of individuality for this car.

Then began the greatest selling era this car has ever known.

This selling grew, as the salesmen generally built their sales talks to include these ten points.

It became almost an obligation that every salesman was to explain these ten points to every prospect.

We are not saying that this plan was responsible for the success of the car, but it happened at the same time.

HIGHWAY ASSN. NAMED

Dubuque, Ia., Oct. 14.—The U. S. Grant National Highway Association has been incorporated to establish a highway from Chicago to the Pacific coast. Headquarters will be established here.

CANADIAN CHIEF RAPS SPEED LAW

Minister of Highways Will Abolish Auto Limit

Toronto, Oct. 14 (U. T. P. S.).—The Hon. George S. Henry, minister of public works and highways for Ontario, in an address delivered before the recently incorporated Ontario Chauffeurs' Association, stated that the time will come when Ontario will abolish maximum speed laws altogether, as has already been done in Europe. Contrasting speed regulations in Canada and the United States, the minister stated it was the practice in British countries not to have laws on the statute books that were not enforced.

This practice, he said, did not predominate in the United States, where speed laws were not taken seriously. He had rather see a comparatively high speed limit that would be observed than a lower one that was not properly respected, he said.

He could not in this regard, however, promise there would be any change made in the law at the coming session of the provincial Legislature, as parts of the province where good pavements were not so much the rule as in the vicinity of Toronto, were not yet ready for it. But he believed that this feeling would be changed as good roads became more common throughout the province, and predicted the ultimate abolition of all maximum speed laws in Ontario.

Secretary W. Wilkinson, speaking on behalf of the association, stated that the organization had gone on record for the repeal of Ontario's maximum speed limit, which was at present twenty miles per hour in cities and towns and 25 miles per hour in the open country; first, because it did not have public sentiment behind it and therefore could not be properly enforced, and also because it was believed its repeal would be in the best interests of safety.

Coming Automotive Events

OCTOBER

- 8-17—London, England. Olympia Passenger Car Show.
- 14-15—New York City. National Automobile Dealers' Association meeting.
- 16—Birmingham, Jamaica, N. Y. National Automobile Dealers' Association meeting.
- 17—Salmon, N. H. American Automobile Association race, at Rockingham Speedway.
- 17-Nov. 1—San Francisco, Cal. Fifth Annual California Industries Exposition.
- 18-31—Salonica, Greece. First Annual Sample Fair.
- 19—Wheeling, W. Va. National Automobile Dealers' Association meeting.
- 20—Clarksburg, Charleston, W. Va. National Automobile Dealers' Association meeting.
- 20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioners and State Highway Department Building Show.
- 20-21—Greensboro, N. C. Carolina Automotive Association meeting.
- 21-31—Boston. American Welding Society.
- 21—Reno, Nev. National Automobile Dealers' Association meeting.
- 22—Richmond, Norfolk, Va. National Automobile Dealers' Association meeting.
- 24-Nov. 8—Shreveport, La. Auto Show at State Fair.
- 24—Charlotte, N. C. A. A. A. race.
- 26-31—Huntington, W. Va. Ninth Annual Auto Show and Fashion Review.
- 27—Charlotte, N. C. National Automobile Dealers' Association meeting.
- 28-30—Grand Rapids, Mich. Road Building Show.
- 29—Jacksonville, Fla. National Automobile Dealers' Association meeting.
- 29-Nov. 7—London, England. Annual Truck Show.
- 30—Miami, Tampa, Fla. National Automobile Dealers' Association meeting.

NOVEMBER

- New York City. Society of Automotive Engineers, service engineering meeting.
- 5-7—Chicago. Annual Convention and Show.
- 7-15—Sao Paulo, Brazil. Automotive Exposition.
- 9-14—Chicago. Convention and Show, Automobile Equipment Association, Coliseum.
- 9-14—San Francisco, Cal. All-Western Road Show.
- 13-14—Philadelphia. Society of Automotive Engineers, automotive transportation meeting.
- 12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.
- 15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon, Hotel Commodore.
- 17-19—St. Louis, Mo. National Tire Dealers' Association Convention.
- 26—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

DECEMBER

- 1-8—Fernambuco, Brazil. Good Roads Conference.
- 3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-16—Brussels, Belgium. Annual Automobile Show.

JANUARY

- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—Chicago. American Road Builders' Association Annual Convention.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—New York City. National Automobile Show.
- 12-29—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 27—Detroit, Mich. Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.

FEBRUARY

- 1-6—Chicago. Chicago National Show.

Announcing **The Star Six**

Members of the trade are cordially invited to investigate this important addition to the STAR line, which includes both four and six cylinder types.

DURANT MOTORS, Inc.

250 West 57th Street, New York, N. Y.

General Sales Department, 1819 Broadway

Plants at Elizabeth, N. J. Lansing, Mich.

Oakland, Cal. Toronto, Ont.

Low-cost Transportation

Star  *Cars*

Wholesale Offices:

BOSTON, MASS.
Park Square Bldg.

ELIZABETH, N. J.
Factory

PHILADELPHIA, PA.
121 North Broad St.

PITTSBURGH, PA.
121 N. Highland Ave.

WASHINGTON, D. C.
1128 Connecticut Ave.

CINCINNATI, OHIO
Dixie Terminal Bldg.

LOUISVILLE, KY.
Starks Bldg.

GREENSBORO, N. C.
Jefferson Standard Bldg.

ATLANTA, GA.
Candler Bldg.

JACKSONVILLE, FLA.

LANSING, MICH.
Factory

MINNEAPOLIS, MINN.
La Salle & 9th Sts.

MILWAUKEE, WIS.
First Wis. Nat. Bank Bldg.

CHICAGO, ILL.
2437 Michigan Ave.

DES MOINES, IA.
Equitable Bldg.

ST. LOUIS, MO.
Railway Exchange Bldg.

OKLAHOMA CITY, OKLA.
Colcord Bldg.

MEMPHIS, TENN.
Exchange Bldg.

DALLAS, TEXAS.
Magnolia Bldg.

KANSAS CITY, MO.
Federal Reserve Bldg.

DENVER, COLO.
First National Bank Bldg.

DURANT MOTOR CO. OF CALIFORNIA, Oakland, Calif.

DURANT MOTORS OF CANADA, Ltd., Toronto, Ontario

PARTS OUTLOOK ENCOURAGING IN TACOMA SECTION

TACOMA, Wash., Oct. 14 (U. T. P. S.).—The automobile accessory situation in the Tacoma district presents a varied aspect. The larger dealers report the general outlook for fall and winter business as encouraging, while the smaller dealers don't view the situation with the same optimism.

Business has been so slow with several of them that they contemplate dropping the accessory line and concentrating exclusively on the sale of replacement parts.

The slump in their accessory sales, they claim, is due to the fact that sport model cars, which are enjoying an active distribution in this territory just at present, are coming equipped with the ready salable extras, such as bumpers, motometers, spotlights, etc.

The big dealers report large increases in the gross volume of their sales for this week over the preceding week. Their sales, they claim, are being stimulated in part by the recent price cutting in car models, the reason being that many of the new cars are eliminating accessories.

Reynolds & King, Inc., look for a good, steady business on accessories during delivery of the new car models. Their present sales, they report, are showing up big and their gross volume of sales for this season of the year is equal to that of a year ago. Windshield cleaners, heaters, fog lights and bumpers are having the most ready sale right now, according to their report.

H. F. King of the firm believes that wind wings would be a good thing for closed cars as well as for touring models. He says they would permit good ventilation in the rainy season, yet at the same time keep the rain from blowing in on the occupants. A special type of wind wing should be manufactured for this purpose, he believes. The dealer is also of the opinion that a standard aluminum license plate holder with the names of the cities molded into them would sell well in the state of Washington.

The Western Auto Supply expects to sell enough radio equipment for automobiles and storage batteries to keep up its volume of business through the winter months, according to H. F. Sturtridge, local manager.

Bumper Crops Keep Accessories Moving

Bloomington, Ill., Oct. 14.—Automotive accessory business in central Illinois this fall has opened satisfactorily, according to local dealers. Gross sales volume is running ahead of a year ago and give promise of increasing. With bumper crops, the farmers are prosperous and, as this is an agricultural community, every class of trade participates in the good times in the rural districts.

The recent price cutting in new models does not appear to have any perceptible effect upon the trade. There is a heavy demand for chains, heaters, curtains and other weather protectors as winter approaches and the danger of skidding accidents increases.

BIFLEX CORP. HOLDS ITS ANNUAL SALES SESSION

Waukegan, Ill., Oct. 14.—The 5th annual sales convention of the Biflex Corporation was held from September 29 to October 2 at the general offices here. It was one of the largest gatherings in years.

Volume of sales during the year established a new record for the Biflex and Halladay companies and still further expansion during the coming year is expected, officials stated.

NEW PASSENGER CAR REGISTRATIONS

The following table presents new car registration figures for states in which this information is available. In many instances state authorities have registration table below will supply information where the weekly figures are not available.

	Alax	Apperson	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Ezer	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hugobue	Jewett	Jordan	Kissel
Alabama				7			21	13	1			34		19		83				3	6			
Arkansas	2			16			76	17				32		14		98				7	3	1	1	
Idaho	2			11			34	3			1	13		7		9				2	1	2		
Kansas	4			38			37	16	2			10		14	1	44				7	1	2		
Louisiana				14	5	34		17	2		52		1	9	3	130				8		1		
Maryland	5		1	63	3	3	167	32	2	1		36	1	29	9	112	2	2		39	9	4	1	
Montana				10			37	7				8		12	1	23				8		1		
Nebraska	1			27			70	17				39	1	14	1	162	1			8		2		
N. Hampsh'r				28	3	1	33	4	4		2	18		16		41	2			14	1	5	1	2
N. Carolina				23	7		77	21				36		28	2	257	2			17	5	2		
N. Dakota				15			113	17				12		13		112				5		4		
Oregon	2		1	50	4		109	38	5			40	3	52	5	59	7	3	1	14	3	4		
Rhode Isl.	1		1	38	6		28	21	6			17		16	3	52	5			12	1	1	3	1
S. Carolina				19	2		89	14				41		52		267				13		2		
Texas	8			50	7		178	20		2		71		43		340	4		2	20	4	2	1	
Utah	4			19			2	39	6		1	7		17		55			1	10		3		
Wash'gton	3		1	34	2	3	114	17	3			26	2	31	1	29	1	1	1	15	3	2		
W. Virginia	1			42	5	4	142	37	2			56	4	24	2	159		1		18	9	14	2	2
Wyoming			1	13	1	1	22	3	1			26	1	2	1	122		1	2	2	1			

LATEST MONTHLY NEW CAR

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted the figures are those of September.

	Alax	Apperson	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Eizer	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hugobue	Jewett	Jordan	Kissel	
*Alabama				37	1	8	115	36	5			85		37	1	1001	1			21	3	7		Alabama	
*Arizona		1		56	4	1	196	44	3			74	1	31	2	206		1		26	6	16		Arizona	
*Arkansas	3			71	13		279	61	5			179	1	57		2022	3			34	27	3	1	Arkansas	
*California	57	7	27	914	98	87	3063	650	59	1		1148	27	1622	65	3060	50	26	2	998	159	398	35	15	California
*Colorado			1	215	7	1	477	106	2			212	7	120	12	1037	3	11	1	57	12	38		Colorado	
*Con'ticut			13	317	35	16	455	272	17	4		216	5	276	37	885	27	10	2	194	93	61	3	2	Con'ticut
*Delaware	1			20	4	1	39	12				21		22	1	169	1			18	3	1		Delaware	
*Florida			4	158	34	34	595	370	12			539	3	348	40	4076	20	5	2	197	184	102	66	4	Florida
*Georgia	17			163	14	2	340	59				208	3	94	15	3229	16			86	27	9	3	Georgia	
*Idaho	4			53			248	25				103	2	46	3	553	1			26	19	26		Idaho	
*Illinois	108	5	71	1151	120	22	1903	553	39	2	16	832	9	760	78	1831	26	12	12	387	138	176	34	14	Illinois
*Indiana	14		51	417	37	7	1079	362	21	7		460	5	414	10	2816	13	11	11	209	62	88	9	8	Indiana
*Iowa	2		6	390	18	12	1345	260	8			436	8	300	21	3360	7	14	6	164	40	62		5	Iowa
*Kansas	5			180	9	3	465	167	10			277		209	5	2738	3	4		93	47	17	1		Kansas
*Kentucky	7		4	121	12	9	498	102	9			266	1	127	10	1580	7		4	101	28	31	3		Kentucky
*Louisiana		1		90	9		240	52	1			269	11	51	33	3144	3			51	11	7	6		Louisiana
*Maine			4	44	6	5	94	41	7			35		60	6	347	3		1	19	1	13	1		Maine
*Maryland	15		6	242	14	9	517	123	8	1		144	3	105	31	326	7	6		102	26	24	5		Maryland
*Mass'setts	12	6	15	460	63	61	563	377	58	4		322	19	627	56	1864	21	6	5	461	58	96	30	6	Mass'setts
*Michigan	23		13	2072	130	12	1825	926	41			624	9	879	111	3234	5	1	12	574	87	160	8	8	Michigan
*Minnesota	15		4	490	28	7	1232	259	14			485	9	477	10	3544	8	41	11	190	94	104	9	14	Minnesota
*Mississippi																									Mississippi
*Missouri	13	1	13	341	21	20	1091	173	22			498	6	250	22	5593	20	21	1	154	71	52	6	3	Missouri
*Montana				52	3	1	292	59	28			108	7	58	9	580	7	3		46	6	27			Montana
*Nebraska	4		1	117	6	8	214	45	5			113		70	3	1129		1		18	10	14		1	Nebraska
*Nevada																									Nevada
*N. Hamp.			2	51	5	5	93	35	3			28	1	53	2	252	5	1		34	6	7			N. Hampsh'
*New Jersey																									New Jersey
*New Mexico				43	6		56	24				36		6	2	83	3			10	3	1			New Mexico
*New York	15		51	912	157	61	2058	908	87	5		623	14	809	74	2757	86	20	8	608	132	216	51	14	New York
*N. Car'lina				87	6		396	67	2			244	5	167	4	3707	11		1	149	16	6	3	2	N. Carolina
*N. Dakota				125	1	1	383	83	1			76		81	1	491	1		1	29	2	14			N. Dakota
*Ohio	12		42	579	62	56	1478	448	95	4		568	24	535	26	2852	30	14	11	222	49	85	30	7	Ohio
*Oklahoma				271	28	2	1152	128	8			591	1	191	7	6315	8			137	61	34	7		Oklahoma
*Oregon	9	1	4	119	12	5	514	120	8			174	9	158	5	779	15	6	1	56	28	38	2		Oregon
*Penn'vania	48	2	50	1439	162	108	2339	892	132	4		879	31	802	105	1764	85	37	16	665	191	281	51	7	Penn'vania
*Rh. Island			5	102	17	11	92	142	6			63		63	3	234	1	4		58	17	24	4	1	Rhode Isl.
*S. Car'lina				41	3		111	31				77	2	49	3	1647	1			50	9	14			S. Carolina
*S. Dakota				125	1	1	383	83	1			76	3	118	1	1867	1			43	32	33			S. Dakota
*Tennessee																									Tennessee
*Texas	21		3	485	51	5	1382	263	13			692	11	229	19	5697	21	6	3	220	92	27	4		Texas
*Utah	10			89	6	4	202	43				57	2	55	1	339	1		1	39	10	17			Utah
*Vermont			2	88	3	5	138	56	2			42	1	57		324	2	3		38		16			Vermont
*Virginia				148	12	6	618	118	17			239	4	80	13	2570	4			71	43	15	2		Virginia
*Wash'ton	20	1		115	16	15	490	157	23			177	9	203	15	800	7	2	9	93	38	26	1		Wash'gton
*W. Virginia	3		4	174	17	21	545	117	9	4		205	15	94	14	580	7	3	7	80	23	61	5	4	W. Virginia
*Wisconsin	59		8	370	12	10	850	264	29	6		198	6	271	10	2277	6	3	2	157	22	52	15	21	Wisconsin
*Wyoming				50	1		109	22	5			42		12		88	3			10	8	6			Wyoming
*D. of Col.	2			129	12	5	240	61	3			62	1	66	9	436	1	1		32	41	18	1		Dist. of Col.

SALES FOR WEEK ENDED OCTOBER 3, 1925

Authorities have thrown open their records to representatives of the Automotive Daily News, although this has not been done in the past. The monthly

	Lincoln	Marmen	Moore	Nash	Oakland	Oldsmobile	Overland	Packard	Pontiac	Pierce-Arrow	Reo	Rickenbacker	Rollin	Star	Stearns-Knight	Studebaker	Stutz	Vette	Willis-Claire	Willis-Knight	Miscellaneous	Totals	
Alabama				6		4	8					1		1	1	4				5	4	221	Alabama
Arkansas				11	3	11	18	1				1		38		18				3		311	Arkansas
Idaho					2	4	15							26		5				2		144	Idaho
Kansas		1	1	7	10	2	3					2	1	11		14				2		225	Kansas
Louisiana	2			17		1	8	6	1					7		13				4		334	Louisiana
Maryland	2	2	2	29	6	9	33	8		4	5	2	5	31	25	1	2		1	11	4	703	Maryland
Montana				5	3	5	14							7		8		1		1		151	Montana
Nebraska				6	1	2	22	1						18		14		1		4		412	Nebraska
N. Hampshire		2	2	3	1	3	14	3	2	1	3	3		4		21		1		2		241	N. Hampshire
N. Carolina				7	1	2	12	8						9	1	14		1		6		544	N. Carolina
N. Dakota		1		5	2	7	40		1			2	2	18		3				1		373	N. Dakota
Oregon	1	1		8	4	12	26	6				3	5	67		26		2		8	2	561	Oregon
Rhode Isl.	1	3	6	12	3	2	13	4		4		2	4	3		11		2	1	4	2	289	Rhode Isl.
S. Carolina				3		5	2	2						24		15				1	3	554	S. Carolina
Texas	2	1	4	9	3	2	37	1		1	1	1		50		39				9		911	Texas
Utah				5	1	5	10	3				1	2	13		14				2	2	224	Utah
Wash'gton	1		2	8	2	15	26	4				1		32	2	25				10		419	Wash'gton
W. Virginia	2		2	20	10	19	49	4	1	2	2	2		54	1	33				8	8	734	W. Virginia
Wyoming		1	6	1	3	14			1					7		3						241	Wyoming

CAR REGISTRATION STATISTICS

are those of September, 1925. In the cases of Mississippi, Nevada, New Jersey and Tennessee, registered figures are not available at this time.

Kind	Lincoln	Marmen	Moore	Nash	Oakland	Oldsmobile	Overland	Packard	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Pontiac	Totals	
Alabama	2			9	1	2	22	4	3		11	1	1	5		32				14	8	1473	Alabama	
Arizona	2		5	19	9	17	46	13		1	3	2	1	82		64		1		13	7	953	Arizona	
Arkansas	6	1	5	29	16	38	113	2	1	1	1	3		194		95		1		14	13	3293	Arkansas	
California	69	47	85	503	203	147	402	245	14	35	59	70	100	9	1450	13	1063	9	24	12	279	167	17573	California
Colorado	5		6	72	22	26	116	27	1	4	4	9	15	290	2	145	3	13	1	37	28	3145	Colorado	
Connecticut	11	10	14	110	73	47	191	89	4	10	27	39	14	1	61	3	232	4	14	7	84	62	4050	Connecticut
Delaware				9	9	2	14	14	1		4	1		9		24			1	5	4	410	Delaware	
Florida	129	62	12	161	141	39	289	49	17	6	23	37	49	1	118	2	486	3		22	309	57	8805	Florida
Georgia	9	6	2	54	16	15	45	14	2		5	6	5	1	56	2	86	1	1	1	33	6	4651	Georgia
Idaho				19	19	31	88	6			3	8	1	161		45			2		17	3	1512	Idaho
Illinois	40	24	42	355	295	157	730	199	29	23	40	110	39	10	392	4	649	8	49	24	320	49	11930	Illinois
Indiana	19	16	22	261	147	124	596	41	9	1	3	34	29	5	168	2	366	8	15	1	111	50	8139	Indiana
Iowa	3	2	8	103	61	69	355	46	2	4		21	21		238		176	1	32	1	84	25	7716	Iowa
Kansas	2	1	2	69	76	22	162	4		3	2	11	3		182	1	120				35	22	4950	Kansas
Kentucky	8	1	8	67	44	28	166	18	1		12	4	1	143		131	1			50	16	3610	Kentucky	
Louisiana	8	1	7	73	1	23	78	13	2		3	13	3	1	52		132			25	2	4406	Louisiana	
Maine	8	5	1	25	4	6	37	15	4	1	5	6	6	1	5		31	2	2		7	14	872	Maine
Maryland	7	9	5	91	22	27	112	26	1	10	11	8	16	1	95	1	95	2	7	3	31	21	2315	Maryland
Mass'etts	16	21	23	357	60	45	243	98	19	30	60	96	32	8	86	10	285	3	32	14	66	102	6911	Mass'etts
Michigan	54	12	14	409	616	178	530	134	17	25	11	63	53	4	363	2	410		4	21	146	56	13876	Michigan
Minnesota	20	9	37	159	189	145	616	96	5	2	15	49	25	2	178	2	357		30	1	162	45	9189	Minnesota
Mississippi																								Mississippi
Missouri	17	6	56	141	71	50	267	58	3	8	15	31	14	3	237	3	236	3	15	6	70	35	9737	Missouri
Montana				45	19	40	101	6	2		2	4	7	2	69		66		6		23	9	1687	Montana
Nebraska	2	2		29	9	18	59	1				7		62		43			1	1	20	11	2024	Nebraska
Nevada																								Nevada
N. Hampshire	2		2	24	17	7	52	6	2	7	2	15	2		23		41			12	12	809	N. Hampshire	
New Jersey																								New Jersey
New Mexico			6	4	1	5		3						35		16							343	New Mexico
New York	40	41	24	571	274	133	812	181	24	42	67	83	42	4	322	11	716	3	24	30	323	93	13526	New York
N. Carolina	2			69	15	33	63	10	1		9			1	33		91		2		25	4	5232	N. Carolina
N. Dakota	1		1	25	12	48	147		1			4	12		93		44			18		1696	N. Dakota	
Ohio	16	9	56	255	177	122	618	87	7	31	18	36	34	15	187	8	276	5	22	7	234	118	9567	Ohio
Oklahoma	16	5	9	141	41	20	289	34	6	2	5	12	2	3	295		176	1	1		74	38	10111	Oklahoma
Oregon	4	1	19	41	53	30	146	32	1	1	1	3	19	3	326	1	128		8	2	66	16	2964	Oregon
Penn'vania	27	37	43	603	313	297	824	276	18	36	62	56	82	20	422	14	845	14	22	30	364	160	14655	Penn'vania
Rhode Isl.	6	1	24	31	13	23	38	21	5	8	7	13	5	4	6	2	65	2	7	4	23	32	1187	Rhode Isl.
S. Carolina	3			22	1	7	9	9				2			30		46		2		5	7	2181	S. Carolina
S. Dakota			2	47	30	53	159	14	1			4	4		75		72		3		25	10	3376	S. Dakota
Tennessee																								Tennessee
Texas	20	2	14	174	43	39	303	53		13	22	22	14	3	310		376		6		115	18	10791	Texas
Utah	2		8	44	13	40	47	17	1		6	5	12		107		41			12	9	1240	Utah	
Vermont		1	1	30	20	6	49	9	2	1	2	10	1		29		48		2		11	7	1007	Vermont
Virginia	3	4	1	52	23	13	109	24	1	2		8	1		78		137	2	5		40	40	4504	Virginia
Wash'gton	2	1	4	68	39	78	165	43	2		3	4	6		247	2	154	1	10	1	71	21	3139	Wash'gton
W. Virginia	3		6	47	27	84	150	25	10	4	4	9	10		194		153	4	1	1	39	26	2791	W. Virginia
Wisconsin	11	4	15	284	80	68	286	42	4	6	4	16	16	4	139	6	213	2	15	1	85	45	5993	Wisconsin
Wyoming			2	26	9	9	21	3		1		2			22		31				8		491	Wyoming
Dist. of Col.	8		3	94	7	16	48	30	1	17	2	9	8		10	3	62		2	4	43	11	1498	Dist. of Col.

figures. †New York, except metropolitan district.

ERECTING GARAGE

Indianapolis, Oct. 14. — Ira Holmes of this city is planning the erection of a garage and store building at Albany and Market Streets to cost approximately \$300,000.

TO REGULATE PUMPS

Riverton, N. J., Oct. 14. — The Riverton, N. J., Council will draw up an ordinance regulating the licensing of gasoline service stations here.

ENTERTAINMENT FEATURES

Springfield, Ill., Oct. 14. — The Moseley Motor Company, Ford dealers, Monroe and Second Streets, opened a new \$200,000 garage last week, holding a three day reception with souvenirs for all visitors, continuous music in the sales room and a big dance on the second floor store room.

BACK IN CLEVELAND

Cleveland, O., Oct. 14. — L. A. Dall has returned to Cleveland and is devoting his entire time now to the affairs of the Dall Motor Parts Company, manufacturers, of the replacement pistons.

SERVICE BUILDING

Detroit, Oct. 14. — Excavation has been started for a new sales and service building to be used by the Gotfredson Truck Company.

FOUR-STORY GARAGE

CATERS TO PHYSICIANS
Dallas, Tex., Oct. 14 (U. T. P. S.). — The Medical Arts Auto Storage Company is the newest automobile hotel in Dallas. The new parking house surrounds three sides of the Medical Arts Building, a nineteen-story structure used by doctors. It is four stories high and affords parking space for 400 automobiles.

Hardwood Sales Brisk as Auto Demand Jumps

ATLANTA, Ga., Oct. 14 (U. T. P. S.). — In spite of the fact that automobile manufacturers generally slow up their production schedules with the coming of the late summer and fall months, hardwood sales in the Atlanta and other important lumber markets of the Southeast during the first ten days of October have continued as brisk as ever.

An active demand is reported by the lumber trades from the Eastern and Central Western territory.

Body manufacturers, automotive manufacturers, wheel makers and the implement trades are the primary takers of these woods, with the thicker dimensions of white ash, maple and elm in good demand from the body and auto manufacturing trades, ash and hickory active with the wheel makers, and the

MASS. BUS LAW WILL BE TESTED

Arrest of 9 Operators Recently Slated as Case in Point

WALTHAM, MASS., Oct. 14 (U. T. P. S.).—Whether or not bus lines operating from one point to another within this state under sanction of the Public Utilities Commission must secure an additional license in each town and city through which they pass awaits the decision of the courts here.

The issue was brought up squarely in the arrest of nine operators of Boston-Worcester buses recently who were fined \$25 each on a charge of operating their cars through the adjoining town of Weston without a license when arraigned in the District Court. They all appealed. Surety was furnished and their cases will go to the Middlesex county grand jury in the November session.

The outcome of these cases will have a most important effect on the future of bus operations in Massachusetts, for their counsel informed the court that they would be used in testing out the law on the question. If, after being tried in Superior Court, the men are again found guilty, the cases will be taken to the state Supreme Court for a final ruling.

It is expected that the findings of the Supreme Court will be used as a basis for proposed legislation regarding the regulation of bus lines in the Bay State, which will be taken up by the Legislature when it reconvenes in January.

Bus Line Found Too Convenient

St. Paul, Minn., Oct. 14.—Because motor bus transportation is too efficient there will be none between Virginia and International Falls, Minn., through the state's finest lumber area. That's why the Northland Transportation Company, motor bus operating subsidiary of the Great Northern Railway Company, recently withdrew its application for permission to operate over that route.

The bus company asked the State Railroad and Warehouse Commission for a certificate of convenience and necessity. Its attorneys declared that although the proposed bus line would parallel the lines of the Duluth, Winnipeg & Pacific Railway the bus service was necessary to "provide lumber camp employees with frequent and rapid transportation service the same as residents of other districts."

Railroad attorneys sprang a surprise when they introduced lumber company executives who testified the bus service would handicap their operations "by providing too accessible a means of transportation to our employees" and "inducing the workers to quit their jobs whenever they took the notion and without due notice."

Withdrawal of the application resulted.

FORDSON USED IN MAKING SNOW MOTOR

Geneva, Oct. 13 (U. T. P. S.).—A snow motor, consisting of a Fordson tractor mounted on an Armstead chassis, has undergone trials by the Swiss army authorities. It climbed a grade steeper than one in three and was found capable of hauling twenty tons of logs mounted on sleds. Although left for more than a month at an altitude of 11,500 feet and found half buried in frost and snow, it was started up in less than two minutes.

CAPT. W. L. GILBREATH, manager Detroit Auto Club and honorary marshal of the big motorcade over the new Dixie Highway, under way in celebration of its completion.



International Newsreel Photo

Bus Activities

MANY BUSES IN CALIFORNIA
San Francisco, Oct. 14 (U. T. P. S.).—Figures recently compiled by the California Railroad Commission show that out of a total of 1,832 cities and towns in California, 786, or nearly 43 per cent., have no other means of public transportation than stage and motor truck lines. There are more than 1,000 stage lines operating in the state.

PERMITS GRANTED
Buffalo, N. Y., Oct. 14.—The town board of Marcy, N. Y., has granted a bus line franchise to Herbert M. Parke, Fenwick L. Bishop and Carl H. Carpenter, according to papers recorded in the county clerk's office. Herbert M. Parke has been granted permission to operate a bus route through the town of Marcy to Camden, while Fenwick L. Bishop and Carl H. Carpenter are given a permit to operate through the town in conducting their line between Utica and Pulaski. The franchises are for periods of five years.

STATEMENT NECESSARY
Buffalo, N. Y., Oct. 14.—The Public Service Commission has notified officials of the Buffalo Bus Corporation, which was recently incorporated for the purpose of operating buses in this city, that its application to operate will not be acted upon until a complete statement is filed showing the manner in which the lines will be financed. Ernest M. Howe, one of the organizers of the company, is president of the Gray Manufacturing Company, Detroit. Henry H. Melville, president of the American National Omnibus Company, New York, is also a director.

UTICA BUSES OPERATE
Utica, N. Y., Oct. 14.—The New York State Railways Co-ordinated Bus Lines, Inc., has begun operation of the city's uptown bus line from Baggs Square to the cemetery. The Oneida Street trolley shuttle will be discontinued.

SCHOOL BUSES TAX EXEMPT
Olympia, Wash., Oct. 14.—A total of 341 school buses are included in motor vehicles exempted from payment of the 1925 state motor vehicle license fee, according to State License Director Charles R. Maybury. Forty of these are in King county.

PROTEST BUS LINE
Mount Pleasant, Ia., Oct. 14.—Business men of Mount Pleasant have joined the Burlington road in protest against the proposed bus line between Burlington and Ottumwa, paralleling the railroad. Many shopmen live here, and the bus traffic, it is feared, will close down the shops.

New England R. R. Adopts Bus Line

Danbury, Conn., Oct. 14.—The New York, New Haven & Hartford Railroad has begun motor bus service over the fifty-two-mile route between this city and Canaan, at the Connecticut-Massachusetts state line, in the Berkshire hills. This is the second motor bus line to be put into operation in this state by the recently organized New England Transportation Company as a subsidiary of the railroad. Local train service between Danbury and Canaan, over what was formerly the Housatonic Railroad, one of the oldest lines in New England, is discontinued and replaced by the buses.

This change in transportation service is the greatest that has been made in this section of New England since the motor car began its gradual march of encroachment upon the steam railroad. The railroad is emphasizing in its announcement of the change the greater convenience of the motor bus to people living in villages not directly upon the railroad line.

Milwaukee to Rule Bus Depots Off Street

Milwaukee, Oct. 14.—The Milwaukee Common Council is preparing an ordinance forbidding use of streets as constant bus terminals. Alderman James McCormack of the council's railroad committee, declared that the council would rule that the streets are for general traffic, not for depots.

The committee has under consideration an application from the American Auto Transit Company for a franchise to operate between downtown Milwaukee and Green Bay, but action on this matter has been deferred until the promoters can show the committee a terminal that is not in the street. The company wants to operate five buses between the two cities.

Whenever practicable the buses are to make stops at railroad stations, but where the highway does not pass close to the station the post office or some other central place will serve as the stopping place. The experiment is being watched with great interest throughout this section.

Organization in Minn. Continues

Minneapolis, Minn., Oct. 14.—Minnesota Truck Owners' Association, which was organized a few weeks ago in Minneapolis and today has more than 1,000 members, has completed organization of a Douglas County Motor Truck Owners' Association at Alexandria, Minn.

E. H. Weatherhead was elected head of the county unit and L. B. Chase was made secretary-treasurer. The Douglas unit will be affiliated with the state association for the purpose of combating legislation enacted at the last session of the Legislature, unfavorable to truck owners.

More than seventy-five truck owners attended the mass meeting at which the county unit was organized.

GETS NEW POST

New Orleans, La., Oct. 14.—Harry D. Wallace, for many years connected with the automobile industry, has been made vice-president and general manager of the Greenlaw Truck and Tractor Company, distributors for G. M. C. and Duplex trucks.

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Financial News of the Automotive Industry

2 MOTOR STOCKS JOIN ARISTOCRACY

Ford of Canada and Nash Definitely in Rich Men's Class

New York, Oct. 14.—Two motor company stocks have joined the aristocracy which only flexible purse strings can reach. Ford of Canada, selling on the Curb around \$550 a share, and Nash, selling on the Stock Exchange above \$450, are in the rich man's class. There are 70,000 shares of Ford stock, the only capital liability. Dividends of \$10 a year have been paid for the past three years. Nash has 273,000 shares of common and about \$14,000,000 of preferred, which has been called for retirement February 1 next. Nash common has received \$6 in dividends in 1923, \$10 in 1924 and \$16 in 1925.

How They Are Selling

Ford of Canada is selling for a total valuation of \$38,500,000, which compares with net assets July 31, last, of \$31,000,000. Nash preferred and common stocks (the latter at 465) are selling for a total of \$141,500,000, against net assets estimated at \$40,000,000. Ford during its fiscal year ended July 30, 1925, earned \$87.60 a share; in 1924 earnings were \$53.13 a share and in 1923 they were \$72.94; a three-year total of \$213.67, of which more than \$180 a share, equal to over \$13,000,000, has been retained in the property after dividends. Nash in the first nine months of the current fiscal year earned \$37.89 a share, indicating between \$45 and \$50 for the full year ending November 30, 1925. Earnings in 1924 were \$28.43 and in 1923, \$28, an indicated three-year total of over \$100 a share, of which about \$70 a share, equal to nearly \$20,000,000, has been retained in the property after dividends.

Nash's Conservatism

In making this comparison it should be remembered that Nash's balance sheet represents the acme of conservatism in automobile accounting. While Nash's plant and investment account on November 30 last were carried at slightly more than \$10,000,000, average yearly earnings for the past three years exceed \$10,000,000. On the other hand, Ford's plant and investment account on July 31 totaled slightly more than \$21,000,000, while average yearly earnings for the past three years are around \$5,000,000. Nash earned an average of 100 per cent. of the item yearly, while Ford averaged less than 25 per cent. Nash's strength lies in the fact that so large a proportion of its assets are in cash (which exceeds \$30,000,000) and other liquid items, while its physical properties are carried on the books at only a fraction of their replacement value.

A. O. SMITH NET LARGE

Milwaukee, Wis., Oct. 14.—The A. O. Smith Corporation showed net earnings of \$1,152,014 for the year ended July 31, 1925. The balance sheet shows assets of \$19,039,493, including current and working assets of \$7,710,834 and plant assets of \$8,757,437. Current and accrued liabilities aggregate \$2,842,277.92. Bond interest totaling \$312,000 has been set aside from the earnings and a reserve of \$246,274.38 for Federal and state income taxes has also been set aside. A surplus of \$683,610 remained after paying out \$144,049 in dividends on the preferred stock and \$125,000 on the common and providing for the retirement of \$199,363 of senior stock.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net Change
18 1/2	18 1/2	18	6	Advance Rumely	160	15 1/2	15 1/2	+ 1/2
15 1/2	15 1/2	15	6	Ajax Rubber	1,700	11 1/2	11 1/2	+ 1/2
91	71 1/2	6	6	Allis-Chalmers	600	88 1/2	87 1/2	+ 1/2
108 1/2	103 1/2	7	6	Allis-Chalmers pf.	200	107 1/2	107 1/2	+ 1/2
54 1/2	26 1/2	1.50	6	Am. Bosch Magneto	11,100	38 1/2	37 1/2	+ 1/2
44 1/2	27 1/2	3	6	Briggs Motor Co.	4,400	29 1/2	28 1/2	+ 1/2
49 1/2	27 1/2	3	6	Chandler Motor	900	38 1/2	38 1/2	+ 1/2
200	108 1/2	3	6	Chrysler Motor	7,400	194 1/2	190 1/2	+ 2 1/2
109 1/2	100 1/2	8	6	Chrysler Motor pf.	6,100	107 1/2	106 1/2	+ 1/2
11 1/2	8 1/2	8	6	Continental Motors	16,200	11 1/2	11 1/2	+ 1/2
43 1/2	21 1/2	7	6	Dodge Bros. A.	70,800	44 1/2	43 1/2	+ 1/2
89 1/2	73 1/2	7	6	Dodge Bros. B.	14,300	89 1/2	88 1/2	+ 1/2
71 1/2	60 1/2	4	6	Electric Stor. Battery	11,300	71 1/2	68 1/2	+ 3 1/2
26 1/2	8	5	6	Emerson-Brant pf.	500	21 1/2	20 1/2	+ 1/2
105 1/2	60 1/2	5	6	Fisher Body	10,100	107 1/2	106 1/2	+ 1/2
28 1/2	10 1/2	7	6	Fisk Rubber	26,500	27 1/2	26 1/2	+ 1 1/2
114 1/2	75 1/2	7	6	Fisk Rubber 1st pf.	200	114 1/2	113 1/2	+ 1 1/2
37 1/2	28 1/2	2.50	6	Gabriel Snubbers	3,100	37 1/2	36 1/2	+ 1 1/2
119 1/2	64 1/2	7b	6	Gardner Motors	400	9 1/2	9 1/2	+ 1/2
114 1/2	102 1/2	7	6	General Motors	65,400	120 1/2	119 1/2	+ 1 1/2
24 1/2	12 1/2	7	6	General Motors 7s pf.	500	113 1/2	112 1/2	+ 1 1/2
70 1/2	36 1/2	4	6	Goodrich	1,900	24 1/2	23 1/2	+ 1 1/2
111 1/2	86 1/2	7	6	Goodyear Tire pf.	4,400	70 1/2	68 1/2	+ 2 1/2
108 1/2	103 1/2	3.50	6	Goodyear Tire prior pf.	400	107 1/2	106 1/2	+ 1 1/2
80 1/2	30 1/2	3	6	Hayes Wheel	9,000	47 1/2	45 1/2	+ 2 1/2
98 1/2	33 1/2	3	6	Hudson Motor	25,100	95 1/2	93 1/2	+ 2 1/2
26 1/2	14 1/2	1	6	Hupp Motor	12,100	24 1/2	24 1/2	+ 1/2
59 1/2	35 1/2	3	6	Jordan Motor Car	900	42 1/2	42 1/2	+ 1/2
21 1/2	12 1/2	1	6	Kelly-Springfield	1,500	18 1/2	17 1/2	+ 1 1/2
74 1/2	41 1/2	1	6	Kelly-Springfield 8s pf.	200	66 1/2	66 1/2	+ 1 1/2
114 1/2	87 1/2	1	6	Keystone Tire	700	105 1/2	104 1/2	+ 1 1/2
19 1/2	11 1/2	1	6	Lee Rubber & Tire	200	17 1/2	16 1/2	+ 1 1/2
238 1/2	117 1/2	6	6	Mack Trucks	7,800	211 1/2	208 1/2	+ 3 1/2
39 1/2	22 1/2	3	6	Moon Motors	6,000	39 1/2	38 1/2	+ 1 1/2
44 1/2	40 1/2	3.50	6	Motometer A	1,800	44 1/2	43 1/2	+ 1 1/2
35 1/2	18 1/2	2	6	Motor Wheel	8,400	34 1/2	33 1/2	+ 1 1/2
21 1/2	13 1/2	1	6	Mullins Body	500	17 1/2	17 1/2	+ 1/2
42 1/2	29 1/2	2.40d	6	Murray Body	2,700	29 1/2	29 1/2	+ 1/2
488 1/2	193 1/2	16b	6	Nash Motor	300	470 1/2	464 1/2	+ 5 1/2
44 1/2	15 1/2	2	6	Packard Motor Car	21,200	42 1/2	40 1/2	+ 2 1/2
27 1/2	17 1/2	1.40	6	Packard Motor 1st pf.	12,800	26 1/2	25 1/2	+ 1 1/2
45 1/2	10 1/2	1	6	Pierce-Arrow	13,400	43 1/2	41 1/2	+ 2 1/2
94 1/2	43 1/2	1	6	Pierce-Arrow pf.	700	91 1/2	90 1/2	+ 1 1/2
18 1/2	8 1/2	1	6	Reynolds Spring	1,000	10 1/2	10 1/2	+ 1/2
36 1/2	15 1/2	5	6	Spicer Mfg. Co.	600	22 1/2	21 1/2	+ 1 1/2
84 1/2	55 1/2	5	6	Stewart-Warner Speed	6,700	84 1/2	83 1/2	+ 1 1/2
80 1/2	61 1/2	1	6	Stromberg Carburetor	11,500	86 1/2	82 1/2	+ 4 1/2
61 1/2	41 1/2	4	6	Studebaker	800	63 1/2	62 1/2	+ 1 1/2
55 1/2	37 1/2	4b	6	Timken Roller Bear	14,900	55 1/2	55 1/2	+ 1/2
77 1/2	33 1/2	8	6	U. S. Rubber	43,600	77 1/2	74 1/2	+ 3 1/2
108 1/2	92 1/2	8	6	U. S. Rubber 1st pf.	800	108 1/2	108 1/2	+ 1/2
104 1/2	57 1/2	4	6	White Motor	28,400	97 1/2	94 1/2	+ 3 1/2
130 1/2	9 1/2	1	6	Willis-Overland	51,200	30 1/2	29 1/2	+ 1 1/2
113 1/2	72 1/2	1	6	Willis-Overland pf.	500	113 1/2	112 1/2	+ 1 1/2
32 1/2	16 1/2	1	6	Wright Aero	2,500	28 1/2	27 1/2	+ 1 1/2
48 1/2	33 1/2	2.52	6	Yellow T. & C.	4,600	48 1/2	44 1/2	+ 4 1/2

NEW YORK CURB MARKET

Sales	High	Low	Last
390 Hood Rubber	71	68 1/2	70
1,325 Hupp	24 1/2	24	24 1/2
1,500 Auburn Auto.	49 1/2	48	48 1/2
1,200 Cont. Motors	11 1/2	11	11 1/2
500 Reo Motors	23 1/2	23	23 1/2
6,200 Stewart-Warner	84 1/2	83 1/2	83 1/2
300 Yellow T. & C.	45 1/2	45	45 1/2
250 Yellow Taxi	48 1/2	48	48 1/2

BOSTON

Sales	High	Low	Last
400 Cont. Motor	11 1/2	11 1/2	11 1/2
300 Federal Truck	87 1/2	87 1/2	87 1/2
487 Ford of Canada	547	547	547
800 Motor Wheel	34	34	34
1,520 Packard	42 1/2	41 1/2	41 1/2
1,674 Paige	26 1/2	25 1/2	25 1/2
1,655 Reo	23 1/2	23	23 1/2
170 Timken Axle	8 1/2	8 1/2	8 1/2

CLEVELAND

Bid	Asked
Firestone 6s pf.	135
Firestone 7s	100
Goodyear	99
Peerless	46

Current Commodity Prices

New York, Oct. 14.—Cabell crude oil in Eureka Pipe Line Company lines has been reduced 15 cents a barrel to \$1.95. Somerset medium was cut 15 cents to \$2.05; Somerset light 15 cents to \$2.20, and Ragland 10 cents to \$1. The Standard Oil Company of New Jersey has reduced export gasoline in cases 1/2 cent a gallon. The new price is 27.15 cents a gallon.

The rubber market has eased off slightly under a slackening in demand. While prices are a trifle lower there are no indications of a smash in values. Arrivals beyond October are moderately firm.

Iron and steel jobbers report a fair state of business, but, judging by the first week of this month, October will come far short of July, which has been the best month of this year to date.

STEEL PRODUCTS

Semi-Finished—Gross Tons	Price
Billets, re-rolling	\$35.00a36.00
Billets, forging	40.00a42.00
Steel bars (hot rolled)	1.90a 2.00
Plates (hot rolled)	1.80a 1.90
Blue annealed sheets	3.10a 3.20
Auto body	4.20a 4.25
Bands	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.30a 2.40
Pig Iron, Basic	18.50a19.00
Valleys	21.00a21.50
Eastern Pennsylvania	21.00a21.50

IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York)	Price
Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	Price
High brass sheets	19 1/2a
Copper, in rolls	21 1/2a
Zinc, spot, New York	8.47a8.50
Lead, spot, New York	9.50a9.60
Aluminum, virgin, 98a99%	27 a 28

SEAMLESS TUBING

High brass	Price
Copper	22.75
Copper	24.75
High brass (round % to 2 1/2 in.)	16 1/2a
Copper rods, round	21 1/2a

OLD METALS

Following are dealers' buying and selling prices for large quantities f. o. b.	Price
Heavy machinery com	9 1/2a 9 1/2
New brass clippings	9 1/2a 9 1/2
Auto radiators	7 1/2a 7 1/2
Brass, heavy	7 1/2a 7 1/2
Brass, light	6 1/2a 6 1/2
Tea lead	5 1/2a 5 1/2
Lead, heavy	6 1/2a 6 1/2
Battery lead	4 1/2a 4 1/2
Zinc scrap	3 1/2a 4

RUBBER MARKET

Plantations—	Bid	Asked
First latex crepe, spot	\$1.01	\$1.02
October	.99	1.00
November-December	.94 1/2	.95 1/2
January-March	.92	.93
Ribbed Smoked Sheets, spot	.99	1.00
October	.97	.98
November-December	.94	.95
January-March	.89	.90
Para-Up-River, fine spot	.87	.88
do, coarse	.82	.83
Island, fine	.82	.83
do, coarse	.77	.78

SCRAP RUBBER

Inner tubes, No. 1	Price
Inner tubes, No. 2	8 a 9
Inner tubes, No. 2 red	7 a 8
Tire, automobile, white ton.	\$60.00a65.00
Mixed auto tires	20.00a22.00
Reclaimed rubber—Tire reclaimed	10c

COMPANIES DENY MICHIGAN CLAIM

Studebaker and U. S. Rubber Will Go to Court on Tax

Lansing, Oct. 14.—Ultimatums of the Michigan State Department served the past week on the United States Rubber Company and the Studebaker Corporation to the effect that they faced ejection from the state unless they took steps to adjust their corporation tax accounts in full has brought prompt and decisive resistive action by the two companies. The cases have aroused the keenest interest in automotive circles.

Both concerns, through their attorneys, have stated they will contest the tax claims made against them by the State Department if necessary carrying the cases through the Supreme Court.

The United States Rubber Company, which it is claimed, owes the state about \$157,000 in combined back taxes for the past three years has already lost its case before the state Board of Appeals and immediate court action is expected. The company denies that it owes the state the maximum tax of \$50,000 a year.

The Studebaker Corporation, which has paid most of its tax, but refused to pay on the share of "good will" which the state insists should be allocated to Michigan, owes but \$6,000 or so, and it will first take its case to the appeals board, made up of the state treasurer, auditor general, and attorney general.

While the cases are being settled the corporations will be allowed to operate in Michigan.

Stocks of Copper Increase Slightly

Boston, Oct. 14.—The American Bureau of Metal Statistics reports stocks of blister and refined copper in North and South America at the end of September as 316,838 tons of 2,000 pounds each, against 315,713 tons at the end of August and 330,800 tons at the end of July.

Copper production by smelter in the United States, Canada and Mexico from January to September, 1925 (reported in terms of fine copper content in tons of 2,000 pounds), follows: United States, 706,566; Canada, 18,514; Mexico, 25,361, and total for North America, 750,441.

shoe reclaimed, 10 1/2c; tube reclaimed, 15 1/2c.

OIL AND GASOLINE

MOTOR GASOLINE	Price
Garages (steel barrels)	— a 17
Up-State New York	17 a 18
Single tank cars, delivered, New York	12 1/2aNom.

CRUDE PRICES AT WELLS

EASTERN—	Price
Penn. grade oil in N.Y. Tran.	Line Co. lines \$2.80
Co. lines	3.15
Bradford District oil in Nat. Tran.	Line Co. lines 3.15
Penn. grade oil in Nat. Tran.	Line Co. lines 3.15
Co. lines	3.05
Gaines grade oil in Nat. Tran.	Line Co. lines 2.70
Penn. grade oil in S. W. Pa.	Line Co. lines 2.70
Penn. grade oil in Eureka P.	Line Co. lines 2.00

WARNS OF PERIL OF OIL SHORTAGE

Doherty Pictures Situation in Nation as Alarming

Atlantic City, Oct. 14.—Taking issue with the special committee of the American Petroleum Institute which submitted a report to the effect that the country has an adequate supply of oil, Henry L. Doherty, president of H. L. Doherty & Co., in an address before the annual convention of the American Gas Association pictured the situation relative to the future crude oil supply of the nation as "truly alarming."

"A committee of directors of the institute," he said, "started out with the avowed intention of proving that we have an ample supply of natural petroleum oil. They have published their report in a book of more than 250 pages, and, while the casual reader may get the impression that we have an adequate supply of petroleum, a careful analysis of the report would not convince any intelligent man that if war should come again, even within thirty-six months, we, as a nation, would be certain to

"PRODUCER GAS" BEING IMPROVED

Efficiency Has Been Increased in Past Few Years

This is the second and concluding article by Mr. Petard on the development and commercial value of producer gas as a fuel for trucks, written in connection with the 1,250-mile demonstration test now being made through France and Belgium.

By R. M. PETARD
Paris Staff Correspondent

In 1922 and 1923 the average fuel consumption of the contestants in the competitions held to test the value of producer gas was about half a pound of charcoal per ton mile. This has been cut down to less than a quarter of a pound this year, and some of the trucks in the 1,250-mile demonstration now being made are using a still cheaper fuel; namely, raw wood chopped up into very small pieces.

The gas obtained from charcoal in 1923 contained .15 ounce of solid matter per 100 cubic feet. This figure has been reduced to .06 this year, which is considered as low enough to cause no damage. * This has been obtained by passing the gas through water, oil, or through centrifugal blowers in the presence of water. The main difficulty is created by the fact that a limited amount of water only can reasonably be carried on the truck for gas cleaning purposes. One of the systems presented dry cleaning through cotton.

The lower power output of pro-

LIEUT. CYRUS BETTIS, U. S. Army Pilot winner of Pulitzer Trophy, receiving congratulations from Capt. G. Lamphier, chief of the First Pursuit Squad, U. S. A., at the end of the air classic on Mitchel Field, New York.



International Newsreel Photo.

ducer gas has been to some extent compensated by an increase in the compression pressure. This has been raised from 65 pounds per square inch in 1923 to an average of 103 pounds in the trucks shown this year.

The mean effective pressure in the cylinders has thus been raised from 35 to 49 pounds per square inch. This is yet considerably below the maximum obtainable with gasoline, but still is satisfactory in service.

Some makers, wishing to get out of their standard engines exactly the same power with pro-

ducer was as with gasoline, are contemplating the use of superchargers derived from those used in racing cars, and this seems to be a perfectly reasonable view.

Taken as a whole, the present day producer gas trucks can be considered as fully developed, practical, usable machines and pending unlikely revolutionary discoveries, the improvements to be expected from now on will be merely of details, such as might increase operating convenience, facilitate upkeep and cleaning and reduce bulk and weight of the gas plant.

Advertising

DEALER HELPS

By J. W. DARR

If the relative importance of every unit in a national organization manufacturing and selling automobiles were to be set down and measured against the others it would be undeniably proven that the dealer is the one who should head the list.

Everything else can be right, but if the dealer organization is weak the whole structure is weak.

National advertising of any automobile is done to assist the dealer in developing and holding his local market.

An organization may be national or international in scope, but its outlet, its final source of business, is very, very local. So, to the local dealer must go the palm of importance.

This is, of course, no new discovery. But it is so well known and recognized that insufficient importance is sometimes attached to it, especially in the matter of so-called dealer helps.

Some, yes, many, advertisers regularly issue to their dealers all the customary "helps" which have been furnished since the earliest days. There are only too few who are telling the dealer how to use them most effectively.

Sales catalogues, folders on the individual cars in the line, folders on some important feature, broadsides, proofs of national advertising, etc., these are customary, and time honored. Newspaper mats for advertising purposes also belong among the list of the regular things the dealer receives.

But how few really use them in-

telligently! This condition is not the fault of the dealer. He is anxious to do anything he can to increase business, and will adopt and try anything that can help him. Of course there is the occasional wise one who wants to make up his sales literature, etc., but the most of them want suggestions and instruction.

It is no uncommon thing to visit a dealer and find that he has enormous quantities of literature lying around in his offices or storeroom that he has never used.

The writer recently visited a dealer who had tacked a fine series of newspaper mats on the wall of his office, thinking they were souvenirs from the factory!

That is no reflection on the dealer. He should have been advised how to use them.

An instruction book can be made very cheaply which will describe every dealer help offered by the factory. Each article, each separate ad, each electro for newspaper use, each folder, can be numbered for convenience in reordering, the exact method for using these things can be explained in detail.

This is old stuff to the blase advertising department, but it is new to the dealer somewhere.

The dealer is a salesman; he is not an advertising man. If he doesn't know how to use all the things he gets, it is the fault of the factory, and not his.

NEW FINANCE COMPANY

Lonohe, Ark., Oct. 14.—The Arkansas Finance Company, to deal in negotiable automobile paper, has been organized here with a capital stock of \$25,000. Lawrence Banks of Little Rock is president.

CURRENT PRICES OF PASSENGER CAR MODELS

AJAX—6-cyl. 108 W. B. 5 Touring\$365 5 Sedan\$395 APPERSON—6-cyl. 120 W. B. 5 Touring\$1,575 5 Sedan\$2,100 4 Coupe2,050 5 Brougham1,050 APPERSON—Straight 8-cyl. 130 W. B. 5 Touring\$1,995 5 Brougham\$2,450 4 Coupe2,450 5 Sedan2,595 AUBURN—6-cyl. Model 66. 120 W. B. 6 Touring\$1,395 7 Sedan\$1,990 6 Roadster1,495 5 Brougham1,595 5 W. Sedan1,845 5 Sedan1,795 AUBURN—8-cyl. 129 W. B. 6 Roadster\$1,975 5 Sedan\$2,350 6 Touring1,995 5 W. Sedan2,400 5 Brougham2,250 7 Sedan2,550 BUICK—6-cyl. Standard Six. 114½ W. B. 5 Touring\$1,150 5 Sedan1,295 2 Roadster1,125 5 Coach\$1,195 4 Coupe1,275 BUICK—6-cyl. Master 6. 120 W. B. 5 Roadster\$1,250 5 Coach\$1,395 5 Touring1,295 5 Sedan1,495 BUICK—6-cyl. 128 W. B. 4 Roadster\$1,495 5 Sedan\$1,995 5 Touring1,525 5 Brougham1,925 4 Coupe1,795 5 C. Club1,765 CADILLAC—Standard. 132 W. B. 5 Brougham\$2,995 5 Sedan\$3,195 4 Victoria3,095 7 Sedan3,295 2 Coupe3,045 7 Imperial3,435 5 Coach2,995 CADILLAC—8-cyl. Custom. 138 W. B. 5 Phaeton\$3,250 7 Suburban\$4,285 7 Touring3,250 7 Imperial4,485 5 Coupe4,000 2 Road (132W) 3,250 5 Sedan4,150 CASE—Model X. 122 W. B. 5 Touring\$1,595 5 Victoria\$2,290 3 Roadster1,570 5 Sedan2,355 5 Suburban2,290 CASE—Model J. I. C. 122 W. B. 5 Touring\$1,885 4 Suburban\$2,480 3 Roadster1,840 5 Sedan2,590 5 Sport2,160 5 Brougham2,590 CASE—Model Y. 132 W. B. 7 Touring\$2,225 7 Sedan\$2,975 CHANDLER—123 W. B. 5 Touring\$1,495 4 Roadster\$1,785 7 Touring1,595 5 Sedan1,490 5 Brom1,695 5 Sed. De L.1,795 2 Roadster1,695 7 Sedan1,895 CHEVROLET—Superior. 103 W. B. 2 Roadster\$525 5 Coach\$695 5 Touring625 5 Sedan775 2 Coupe675 CHRYSLER—6-cyl. 112½ W. B. 5 Touring\$1,395 5 Sedan\$1,695 5 Coach1,445 5 Brougham1,865 4 Roadster1,625 5 Royal Coupe1,795 CHRYSLER—4-cyl. 109 W. B. 5 Touring\$895 5 Coach\$1,045 2 Coupe995 5 Sedan1,095 CLEVELAND—6-cyl. 108½ W. B. 5 Touring\$895 5 Sedan\$995 CLEVELAND—6-cyl. 115 W. B. 5 Touring\$1,095 5 Sedan1,295 6 Sport1,245 5 Sport Sedan1,625 5 Coach1,295 5 Sedan De L.1,595 CUNNINGHAM—6-cyl. 132 W. B. 4 Touring\$6,150 2 Sport\$7,400 2 Roadster6,150 2 Coupe7,600 CUNNINGHAM—6-cyl. 142 W. B. 6 Touring\$6,650 5 Cabriolet\$8,100 7 Touring6,650 7 Town Car8,100 6 Limousine8,100	DAVIS—6-cyl. Model 90. 115 W. B. 5 Phaeton\$1,395 5 Sedan\$1,595 4 Touring1,495 5 Imp. Sedan1,795 4 Roadster1,495 5 Berline1,795 DAVIS—6-cyl. Model 91. 118 W. B. 5 Phaeton\$1,695 5 Sedan\$1,895 4 Roadster1,795 5 Imp. Sedan2,095 DIANA—8-cyl. 125½ W. B. 5 Phaeton\$1,895 5 Cabriolet\$2,095 2 Roadster1,895 5 Brougham2,095 5 Sedan1,995 5 De L. Sedan2,195 Coach De L.1,895 DODGE BROS.—4-cyl. 116 W. B. 5 Touring\$875 5 Sedan\$1,045 5 Spec. Touring. 975 5 Spec. Sed. B.1,145 2 Roadsters855 5 Sedan A.1,195 2 Spec. R'dsters. 955 5 Spec. Sed. A.1,290 2 Coupe Brom. 960 5 Coach1,035 2 Spec. Cpe B. 1,060 5 Spec. Coach1,135 DURANT—4-cyl. 109 W. B. 5 Touring\$810 5 Sedan1,150 4 Coupe1,090 ELCAR—4-cyl. 116 W. B. 5 Touring\$1,095 5 Coach\$1,195 5 Sedan1,390 ELCAR—6-cyl. 116 W. B. 5 Touring\$1,295 5 Coach\$1,395 5 Sedan1,595 ELCAR—8-cyl. 127 W. B. 5 Touring\$2,165 5 Coupe\$2,315 7 Touring2,265 5 Sedan2,265 4 Roadster2,315 5 Brougham2,865 7 Sedan2,765 ESSEX—6-cyl. 110½ W. B. 5 Touring\$795 5 Coach\$795 FLINT—6-cyl. Model 40. 115 W. B. 5 Touring\$1,185 5 Coach De L.1,120 5 Brougham1,575 5 Coach1,040 5 Sedan1,495 FLINT—6-cyl. Model 55. 120 W. B. 5 Touring\$1,595 4 Coupe\$2,195 7 Touring1,795 5 Sedan2,295 4 Roadster1,950 5 Brougham2,495 5 Spec. Touring. 2,050 7 Sedan2,750 FORD—4-cyl. Model T. 100 W. B. (With starter and demountable rims. Balloon tire equipment \$25 extra) 2 Roadster\$345 5 Tudor Sedan\$580 5 Touring375 5 Fordor Sedan660 Coupe520 FRANKLIN—6-cyl. Model 11-A. 119 W. B. 3 Roadster\$2,750 5 Sport Sedan\$3,225 5 Touring2,635 7 Limousine3,275 3 Coupe2,700 7 Cabriolet4,400 5 Sedan3,090 GARDNER—6-cyl. 117 W. B. 5 Touring\$1,395 4 Cabriolet\$1,845 5 Sedan1,595 5 Spec. Sedan2,295 5 Brom1,595 GRAY—4-cyl. Model O. 104 W. B. 5 Touring\$595 5 Sedan\$845 3 Coupe825 5 Royal Sedan975 HUDSON—Super Six. 127½ W. B. 7 Phaeton\$1,250 7 Sedan\$1,695 5 Coach1,195 4 Brougham1,495 HUPMOBILE—4-cyl. Model R. 115 W. B. 2 Roadster\$1,225 5 Coupe\$1,350 5 Touring1,225 5 Sedan1,375 HUPMOBILE—8-cyl. Model E. 118½ W. B. 5 Touring\$1,795 2 Coupe\$2,095 2 Roadster1,795 4 Coupe2,095 4 Roadster1,895 5 Sedan2,195 JEWETT—6-cyl. 115 W. B. 5 Touring\$1,320 5 De L. Coach\$1,400 4 Roadster1,500 5 Sedan1,690 4 Coach1,245	JORDAN—8-cyl. 125½ W. B. 5 Touring2,275 5 Sedan2,675 5 Brougham2,575 7 Sedan2,925 JORDAN—8-cyl. 116 W. B. 2 Roadster\$1,695 5 Sedan\$1,845 KISSEL—6-cyl. Model 55. 121 W. B. 5 Phaeton\$1,585 4 Coupe\$2,085 7 Touring1,685 5 Brough. Sedan1,995 2 Speedster1,795 2 Enc. Speed.2,085 5 Brougham1,695 4 Enc. Speed.2,185 4 Speedster1,895 5 Victoria2,185 4 Tourster1,795 KISSEL—6-cyl. De Luxe Model 55. 121 W. B. 5 Phaeton\$1,785 5 Brough. Sedan\$2,485 7 Touring1,885 5 Victoria2,485 4 Tourster1,985 2 Enc. Speed.2,585 2 Speedster2,085 4 Enc. Speed.2,685 4 Speedster2,185 7 Sedan3,985 4 Coupe2,485 7 Berlin-Sedan3,185 KISSEL—8-cyl. Model 75. 137 W. B. 5 Phaeton\$1,985 4 Coupe\$2,485 7 Touring2,085 5 Brough. Sedan2,395 5 Brougham2,095 2 Enc. Speed.2,485 2 Speedster2,195 4 Enc. Speed.2,585 4 Speedster2,295 5 Victoria2,585 4 Tourster2,195 KISSEL—8-cyl. De Luxe Model 75. 137 W. B. 5 Phaeton\$2,185 5 Bro. Sedan\$2,985 7 Touring2,285 5 Victoria2,885 4 Tourster2,385 2 Enc. Speed.2,985 2 Speedster2,485 4 Enc. Speed.3,085 4 Speedster2,585 7 Sedan3,485 4 Coupe2,885 7 Berlin-Sedan3,585 LINCOLN—8-cyl. 136 W. B. 7 Touring\$4,000 4 Sedan\$4,800 2 Roadster4,000 5 Sedan4,900 4 Phaeton4,000 7 Sedan5,100 4 Coupe4,600 7 Limousine5,300 LOCOMOBILE—6-cyl. "48." 142 W. B. 4 Touring\$7,460 7 Limousine\$9,500 7 Touring7,460 7 Enc. Lim. sine 10,050 5 Victoria10,050 7 Cabriolet10,300 5 Brougham10,040 LOCOMOBILE—Junior Eight. 124 W. B. 5 Touring\$1,785 5 Sedan\$2,285 4 Roadster2,150 5 Brougham2,285 M'FARLAN—6-cyl. "S. V." 127 W. B. 5 Touring\$2,650 5 Sedan\$3,180 2 Roadster2,650 7 Sedan3,280 4 Coupe3,180 M'FARLAN—6-cyl. "T. V." 140 W. B. 4 Touring\$5,600 7 Sedan\$6,810 7 Touring5,700 7 Suburban7,110 5 Phaeton5,400 7 Limousine6,900 4 Coupe6,720 7 Town Car9,000 6 Sedan6,720 MARMON—6-cyl. 136 W. B. 7 Touring\$2,295 2 Coupe\$2,295 2 Speedster3,295 5 Sedan3,270 5 Phaeton3,295 5 Sedan3,775 5 Sedan3,295 7 Sedan3,850 5 Brougham3,295 5 Sedan Lim.3,900 4 Coupe3,295 7 Sedan Lim.3,975 MOON—6-cyl. 128 W. B. (London) 5 Touring\$1,985 5 Pet. Sedan\$2,540 7 Touring1,985 MOON—6-cyl. 113 W. B. 5 Touring\$1,195 5 2-D Sedan\$1,495 5 Roadster1,395 5 Cabriolet1,695 5 Coach1,395 5 De L. Sedan1,695 5 Sedan1,845 NASH—6-cyl. Special. 112½ W. B. 5 Touring\$1,135 5 2-D Sedan\$1,265 2 Roadster1,135 5 Sedan1,545	NASH—6-cyl. Advanced. 121 W. B. 5 Touring\$1,375 5 Sedan\$1,485 2 Roadster1,375 NASH—6-cyl. Advanced. 127 W. B. 7 Touring\$1,525 5 Coupe\$2,190 4 Victoria2,090 5 Sedan2,290 OAKLAND—6-cyl. 113 W. B. 2 Roadster\$975 3 Coupe\$1,125 5 Touring1,025 5 Sedan1,195 5 Coach1,095 5 Land. Sedan1,295 OLDSMOBILE—6-cyl. 110½ W. B. 5 Touring\$875 5 Sedan\$1,025 5 Coach950 5 De L. Coach1,040 5 De Luxe Tr. 950 5 De L. Sedan1,115 OVERLAND—4-cyl. "91." 100 W. B. 5 Touring\$495 5 Sedan De L.\$695 2 Coupe625 5 2-Door Sedan695 OVERLAND—6-cyl. 153½ W. B. 5 Sedan\$895 5 Sedan De L.\$1,095 PACKARD—6-cyl. 126 W. B. 5 Touring\$2,585 4 Spe. Touring. \$2,750 4 Coupe2,585 4 Roadster2,785 5 Sedan2,585 PACKARD—6-cyl. 133 W. B. 7 Touring\$2,785 7 Sedan\$2,785 5 Sedan2,725 7 Sedan Lim.2,885 PACKARD—8-cyl. 136 W. B. 5 Touring\$2,750 4 Coupe\$4,650 4 Spt. Touring. 3,900 5 Sedan4,750 4 Roadster3,950 PACKARD—8-cyl. 143 W. B. 7 Touring\$3,550 7 Sedan\$5,000 5 Club Sedan. 4,890 7 Sedan Lim.5,100 PAIGE—6-cyl. 120 W. B. 4 Phaeton\$2,165 5 Sedan De L.\$2,395 7 Phaeton2,165 5 Sedan De L.2,840 5 Brougham2,395 5 Suburban Lim. 2,965 PERLESS—6-cyl. 126½ W. B. 5 Touring\$1,895 5 Sedan\$2,395 5 Coupe2,295 PERLESS—6-cyl. 133 W. B. 7 Touring\$1,995 7 Sedan\$2,595 2 Sp. Roadster 2,195 7 Limousine2,695 PERLESS—8-cyl. 128 W. B. 4 Touring\$2,845 5 Brougham\$3,495 7 Phaeton2,845 5 Sedan3,495 4 Coupe3,245 7 Sub. Sedan3,595 5 Coupe3,295 7 Berlin Lim.3,795 PIERCE-ARROW—6-cyl. "30." 130 W. B. 2 Roadster\$2,895 4 Coupe\$3,695 7 Phaeton2,895 5 Sedan3,895 4 Touring3,095 7 Sedan3,995 5 Coach3,150 5 Enc. Lim.4,045 PIERCE-ARROW—6-cyl. "33." 138 W. B. 7 Touring\$2,250 4 Coupe Sedan. \$3,900 2 Roadster2,250 7 Sedan7,000 4 Touring5,250 7 Limousine7,000 3 Coupe6,800 7 Enc. Lim.7,000 4 Sedan6,900 7 Fr. Lim.7,000 REO—6-cyl. 120 W. B. 5 Touring\$1,395 5 Sedan\$1,765 2 Coupe1,395 3 Roadster1,665 5 Sedan1,565 5 Brougham2,235 RICKENBACKER—6-cyl. 117 W. B. 5 Touring\$1,495 5 Brom De L.\$1,720 2 Roadster1,495 4 Coupe De L.1,995 5 Coach1,595 2 Cpe Rd De L.1,820 5 Sedan1,795 5 Sedan De L.1,920 2 Coupe Road. 1,695 7 Sedan De L.1,995 RICKENBACKER—8-cyl. 121½ W. B. 4 Touring\$1,995 5 Brom De L.\$2,120 3 Roadster1,995 2 Cpe Rd De L.2,220 5 Brom1,995 5 Sedan De L.2,320 5 Sedan2,195 7 Sedan De L.2,395 2 Coupe Road. 2,095 4 Coupe2,320 ROAMER—8-cyl. Model 88 7 Touring\$2,385 5 Brougham\$2,785 5 Sport Tour. 2,585 7 Sedan2,885 2 Speedster2,585 5 Sedan De L.2,885	ROAMER—6-cyl. Model 50 4 Sport Tour. \$1,350 5 Coupe\$1,295 2 Bust. Coupe. 1,225 5 Sedan De L.1,395 ROAMER—1-75-E. Duesenberg Model. 4 Tourer\$2,985 2 Special Speed. \$3,495 4 Sport2,285 ROLLIN—4-cyl. 112 W. B. 5 Phaeton\$1,155 5 Brougham\$1,395 5 Coupe1,225 5 Sedan De L.1,495 STAR—4-cyl. 102 W. B. 5 Touring\$525 2 Coupe675 2 Roadster525 5 2-Door Sedan695 2 Coupester595 5 Sedan775 STEARNS-KNIGHT—4-cyl. 119 W. B. 5 Touring\$1,595 5 Brougham\$2,095 4 Cpe. Roadster 1,795 5 Sedan2,095 4 Coupe Brom. 1,895 STEARNS-KNIGHT—6-cyl. 121 W. B. 4 Touring\$1,875 5 Coupe Brom. \$2,285 5 Touring1,875 5 Sedan2,475 2 Spt. Coupe. 2,185 5 Brougham2,475 STEARNS-KNIGHT—6-cyl. 130 W. B. 5 Touring\$2,395 5 Brougham\$2,900 7 Touring2,495 4 Coupe2,950 2 Roadster2,495 7 Sedan3,800 5 Sedan3,000 STEVENS-DURYEA—6-cyl. 138 W. B. 7 Touring\$7,500 4 Sedan\$10,000 Coupe9,000 7 Limousine10,175 STUDEBAKER—Standard Six. 113 W. B. 5 Phaeton\$1,145 5 Spt. Phaeton. \$1,255 3 Roadster1,125 3 C. C. Coupe. 1,295 5 Coach1,195 5 W. Sedan1,395 Spt. Roadster 1,235 5 Sedan1,495 5 Berline1,695 STUDEBAKER—Special Six. 120 W. B. 5 Phaeton\$1,445 5 Brougham\$1,695 3 Roadster1,395 4 Victoria1,795 4 Spt. R'dster. 1,595 5 Sedan1,895 5 Coach1,445 5 Berline2,120 STUDEBAKER—Six Six. 127 W. B. 7 Phaeton\$1,775 7 Sedan\$2,245 5 Sedan1,995 7 Berline2,325 5 Coupe2,045 5 Brougham2,195 STUTZ—6-cyl. 120 W. B. 5 Tourist\$2,395 4 Coupe\$3,050 2 Roadster2,395 5 Sedan2,050 STUTZ—6-cyl. 130 W. B. 7 Tourist\$3,070 7 Suburban\$3,935 5 Sport3,035 7 Berline4,035 5 Brougham3,755 VELIE—6-cyl. 118 W. B. 5 Phaeton\$1,450 5 Brougham\$1,495 4 Roadster1,350 5 Sedan1,825 3 Coupe1,425 WILLS-STE. CLAIRE—6-cyl. 127 W. B. 7 Phaeton\$2,885 5 Sedan\$3,885 4 Roadster2,885 5 Sedan3,900 5 Tray2,885 5 Brougham3,900 4 Coupe3,785 7 Limousine4,085 WILLS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B. 4 Roadster\$3,185 7 Sedan\$4,100 5 Brougham4,100 7 Limousine4,255 5 Sedan4,085 WILLS-KNIGHT—4-cyl. 118 W. B. 5 Touring\$1,195 5 Sedan\$1,495 2 Coupe1,395 5 Brougham1,595 5 Coupe Sedan 1,295 WILLS-KNIGHT—6-cyl. 126 W. B. 5 Touring\$1,750 5 Brougham\$2,095 2 Roadster1,750 4 Coupe2,195 5 Sedan2,095 5 Sedan2,295
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Distributors Establish Sources For Prospect Leads in Garages

Commission for Tips Given

Garages are Appointed As Sub-Stations For Service

ONE of the successful ways in which automobile distributors in Pennsylvania cities, including Philadelphia, have tapped a source of supply for many live prospects is by establishing what is called an "ice route." It seems likely that the name came about through the regularity wherewith calls are made to keep the contacts well established, although some analogy may have been drawn through the plan's "breaking the ice" between distributor and service agent.

How It Works

Here is how the idea works out: The distributors search out a considerable number of garage operators who have first-class standing in their communities and a reliable repair shop manned by an expert foreman, and at least one or two skilled mechanics so that they may appoint these garages as service sub-stations for the make of car they handle. They don't try to make dealers out of these garage men, but, aside from their value as service depots of a reliable type, these car storage and repair places are led to become notably useful "pipe-lines" for the very best kind of information the distributors wish to receive; namely, news of promising prospects for both new and used cars.

Usually these garage appointees do not have to carry a stock of parts for cars, as all such merchandise and the heavier and more difficult class of service work are turned over to the distributor. In good-sized cities a distributor may have anywhere from fifty to several hundred such specially appointed stations to service the cars in which he deals. These places, of course, are aside from his regularly appointed car dealers.

Prepares Information

The garage owner is told of the advantages and prestige that will accrue to his place of business by having owners of that special make of car coming to him for service jobs, and he is carefully instructed to prepare information of all possible prospects for new and used cars from among his storage customers. He is, of course, promised a fair commission on every sale of a new or used car made through the information thus supplied.

When the garage owner stops to think there are so many opportunities for him to furnish such information, that he is almost invariably glad to receive the appointment. Many city garage owners make use of the system of having the night superintendent, or whatever he may be called, carefully examine the stored cars of customers, so that this employee may leave on the desk in the morning a report of what service each car should have that is not included in the regular storage rate.

The garage owner who gets reports like these is also in a position to receive reports from the same employee on the possibility or probability of each stored car owner being ready to buy a car.

More often than not, the garage owner is apt to know very quickly whether any customer of

A fertile source of leads for sales of new and used cars is being cultivated by Pennsylvania distributors under a plan called the "ice route." Salesmen cover routes of garages, appointed as sub-stations for service, and pick up many live prospect leads. This article tells how the plan is operated. It is well worth reading.

This is in the market for another automobile and, when he is promised a commission on any sale made from such information he hastens to impart it.

The "Ice Route"

And this is where the "ice route" factor appears: To keep in close contact with these special service stations and information sources and to see that no chances to gain new prospects are let slip, the distributor has a certain number of salesmen (the "ice men" on the route) detailed to cover these garages thoroughly, each salesman having a certain number of them allotted to his care. Each of these salesmen is provided with an automobile in which to get around and pay his visits, and the usual arrangement is that, while he can see his garages as often as he is able to, he must make a call on each of his customers in this line once every week. One salesman with a car can handle fifty such service stations without inconveniencing himself. That has been proved.

The salesmen do not act merely as "nudgers" or "joggers-up" of the garage owners to see that the influx of information is steady. They are, in a manner of speaking, ambassadors from the distributor to the garage, smoothing out all difficulties which might arise between the garage and the customer who has a car of the make they sell and making polite adjustments of tendencies toward misunderstandings between the garage and the distributor. They are a balance wheel for the arrangement and are usually welcomed cordially by the garage owners. Being salesmen and thus having their fingers on the pulse of the trade, they are often able to give valuable advice to garage-men and may even act as physicians to any garage in their territory having a "sick" department. Such an entente between distributor and garage through the activity of the "ice route" men is being found increasingly desirable.

What are YOUR methods of obtaining leads for car sales? We want to print all the descriptions we can of good plans like this one. Tell us and the trade about yours by addressing Feature Editor, Automotive Daily News, 25 City Hall Place, New York City.

Keep abreast of merchandising times.

\$ \$ Money for Sales Ideas! \$ \$

WHAT little wrinkles have you developed in your business that have helped you sell cars, tires or accessories? Sit down, dash off a few lines telling us about them—it won't take a minute. We'll pay \$1 for each one printed and an extra \$5 for the best one of the week.

Every one having to do with the sale of automotive products is eligible. All that is necessary is to explain the idea briefly so that others can understand it sufficiently to be able to use it.

Start shooting now. Address your letters to Feature Editor, Automotive Daily News, 25 City Hall Place, New York City.

Cars Moved by Tag Sale

AN Eastern car dealer has adapted a department store selling idea to his own business and has found it particularly effective in moving used cars. The plan is to hold what is known as a "Red-Tag" sale, in which the prices of cars are reduced \$50 a day until sold. Here is the way this merchant conducted it:—

Half-page space in the local papers was taken, announcing a bargain used car sale. The sale was scheduled to last one week, or until all the cars were disposed of.

On the opening day, Monday, the cars were tagged with red tags asking a certain price. One car, for instance, that represented an investment of \$500, but which the dealer knew could not be sold for that amount under ordinary conditions, was priced at \$800. The car was a good buy and was actually worth that amount in the dealer's estimation.

Every day that this car remained unsold the price was dropped \$50. By Saturday, the last day of the sale, the price would be \$650, so that the dealer remained in a position to get his original price of \$500, plus an additional \$50 to help pay for the advertising.

By the last day of the sale the dealer had disposed of his entire stock of used cars and showed a net profit on his books of \$600. The plan proved so successful that he intends to hold similar sales at the beginning of each fall and spring season.

FREE RIDES FOR EXTRAS BRINGS BUSINESS

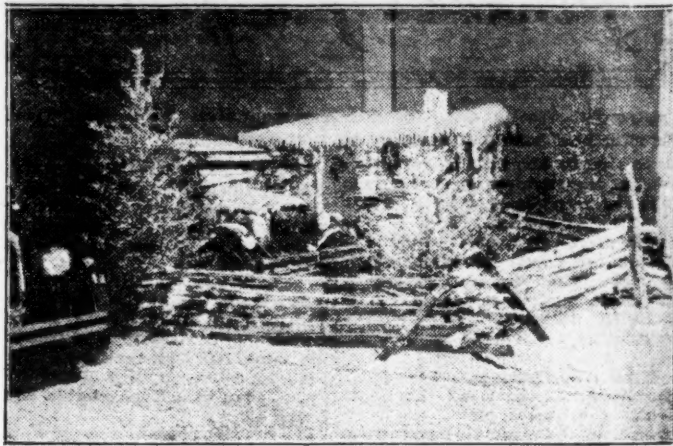
By carrying extra passengers free, the Yellow Cab Company of Topeka has increased its business 30 per cent. A year ago the company made a new schedule whereby five persons using a cab for the same trip would be charged the same fare as if only one person were riding.

The Topeka rate is forty-five cents for the first half mile and 10 cents for each additional block. At the close of the first year of this new rate policy, Payne declares that his fleet of cabs is making a hundred more trips each day than twelve months ago. Payne is now operating a fleet of twenty-five cabs in Topeka.

STEPS IN PITS

In the greasing pits at the stations of Smith & Falls, Portland, Ore., steps have been built so that car owners having their cars lubricated on the racks in the pits can go down below and watch the job being done. The proprietors say that this idea has appealed to owners. It enables them to see underneath the car conveniently and observe the whole process.

Display Suggests Winter Use of Cars



THE SUGGESTION of using the car throughout the winter is carried by this display built in the salesroom of the Jamison Sales Company, Chevrolet dealer, Canton, O. It depicts an outdoor snow scene, with a car standing beside a log cabin. The fact that the lines of the car are obscured by the artificial snow is made up for by having other models on display near by.

Bus Field Offers Good Tire Sales Possibilities

RAPID spread of the use of buses in all parts of the country is creating a valuable source of business for tire dealers. Nearly every city of 20,000 population and over is now served in some degree by a bus line and has its bus operating company and terminal.

Selling bus tires is a clean, profitable business. The unit profits are large and the operating companies are usually of sufficient size and reliability to obviate any credit risk.

Many tire dealers, therefore, are giving serious thought to the exploitation of this field. There is a strong feeling that the bus business will continue to grow and that connections made now will become increasingly profitable as the operating companies expand their facilities.

Inasmuch as 90 per cent. of the buses in operation are in the hands of men owning ten vehicles or less, who do not do their own servicing, the question of taking care of the tires becomes of paramount importance. For this reason the average tire dealer finds his most effective weapon in gaining this business is a service appeal.

Most operators will appreciate being freed from tire worry and

passing on the responsibility of keeping the tires in good condition to the firms from which they buy. The dealer can point out convincingly the need for proper mounting, keeping inflation at the right point, inspecting tubes, casings, rims, flaps and making quick repairs of minor injuries.

Tire trouble interferes with bus schedules, annoys patrons and otherwise militates against the best operation. If the dealer can assure the operator that his service will keep tire trouble to a minimum and enable the full mileage to be obtained, he is likely to get the business.

An important point stressed by many dealers, and one which enables them to secure all the business of the operator, is the desirability of standardization on one make. With dual wheel equipment in wide use, this factor is important, because tires of different manufacturers vary in size, and, when paired up as duals, there is a possibility of forcing one tire to carry the load, with the result that uneven wear develops and mileage is reduced.

Furthermore, interchangeability means a reduction of detail in figuring mileages and permits the exchange of spares on the road between buses having tire trouble.

trucks regularly supply a series of Blackburn stations and others both in the city and throughout the county.

GASOLINE COUPON BOOKS AS CHRISTMAS PRESENTS

As a means to induce holiday buying of gasoline, one filling station operator had a number of coupon books printed in \$1, \$5 and \$10 sizes. The books were put into Christmas envelopes and an effort was made to have his patrons "say it with gasoline."

He found that a large number of people took kindly to the idea. They found it a good way to return favors of friends who had taken them riding. They made acceptable presents to people who used cars for business purposes.

Since the books were made up in dollars rather than gallons, changes in prices did not affect them.

USES LEATHER WASHERS

A little service hint that has proved helpful, says an Eastern shop man, is to place a leather washer underneath the metal washer. He claims it eliminates noise and gives a sort of elastic compression that prevents stripped threads on the bolts.

Freak Car Is Ad For Stations

R. H. Blackburn, president of the Blackburn Oil Company, Spartanburg, S. C., recently equipped a Ford automobile with four wooden wheels, each two inches off center, labeled it with the Blackburn trade mark, and for several days it was the talk of the town as it shimmied about the streets. He is keeping this "missing link," as he calls it, on hand and at intervals it will make excursions along the main thoroughfares of the city.

The entire system of tank trucks, service wagons, filling and pump stations, as operated by this company, will soon be repainted pure white, bearing the Blackburn trademark, a gigantic red letter "B" inclosed with a diamond of identical color, as another advertising stunt. The coloring will tend to give both buildings and equipment a clean and attractive appearance, as well as forcibly impress the public with the Blackburn trade mark, it is anticipated.

The business, which is confined principally to Spartanburg county and the Piedmont, is growing rapidly. Mr. Blackburn declares. Eleven large tank

Personal Paragraphs

Olympia, Wash., Oct. 14.—For his efforts in behalf of good roads in this state Leon E. Titus, president of the Olympia Motors of this city, has been chosen vice-president of the Washington Good Roads Association. He also heads the state automotive conference, which is urging that drastic changes in the state motor vehicle code be made at the special session of the Legislature in November.

Evansville, Ind., Oct. 14.—J. A. Merchant, manager of the local Graham Brothers plant, has been attending the annual meeting of the Ohio Valley Improvement Association in Cincinnati.

Chicago, Oct. 14.—J. Hendricks has been appointed manager of the Hudson Motor Company's retail branch at 7240 Cottage Grove Ave.

Wichita Falls, Tex., Oct. 14.—Frank Queisser, former automobile dealership manager here and prominent as Wichita Falls police commissioner, has taken over the management of the Wichita Hudson-Essex Company.

Los Angeles, Cal., Oct. 14.—Bob Howland, pioneer automobile salesman, has been made sales manager for the Gilholm-Nash Company.

Chicago, Oct. 14.—J. C. Zimmermann, formerly well-known tire salesman here, recently visited friends on the row for a few days. He has been located in Detroit for many years as a member of the sales staff of the Goodyear Tire and Rubber Company.

Lewiston, Id., Oct. 14.—Fred Jeffrys, head of Jeffrys Motor Company of this city, was recently killed when a Northern Pacific train struck a truck he was driving. He had been an authorized Ford dealer for ten years.

Waco, Tex., Oct. 14.—C. J. Bender, former automobile dealer here, has joined the forces of the Packard-Schuggs Company as manager of the Hudson-Essex branch.

Youngstown, O., Oct. 14.—F. J. Brunswick has been made sales manager of the Kirchner Motor Company. He has been associated with the automobile business in this city for the past four years.

Austin, Tex., Oct. 14.—Felix Williams is now in charge of the Payne Motor Company, Inc., second hand car department.

Evansville, Ind., Oct. 14.—William A. White, manager of the automotive parts department of the Orr Iron Company, and a director of the Automotive Equipment Association, will attend the national convention of the latter organization to be held in Chicago the week of November 9.

Denver, Colo., Oct. 14.—H. L. Dyer has been appointed district

representative here for Dodge Brothers.

Chicago, Oct. 14.—Mat Sommers, recently identified with the sale of the Peerless here, has left for Florida, where he will become associated with a land development enterprise.

Rochester, N. Y., Oct. 14.—James J. Williams, head of the Hupmobile dealership here bearing his name, left last week for Miami, Fla., to deliver a new Hupmobile eight sedan to a Rochesterian wintering there.

Clinton, Ill., Oct. 14.—Werner C. Volrath, owner and manager of the Volrath-Buick Company, East Washington Street, recently married Miss Anna Sparks.

Improvements

Tacoma, Wash., Oct. 14.—The American Automobile Company, Chrysler representative here, has moved into its new two-story building at South 2d Street and Tacoma Avenue. It was located in the old St. Helen's Avenue building for twenty years. Its new home in the city has a frontage of 100 feet on Tacoma Avenue, and contains 24,000 square feet of floor space, giving the firm the largest display floor in Tacoma. On the second floor is the service department.

Chicago, Oct. 14.—The Seggebruch-Buick Company, 1644 Chicago Road, Chicago Heights, announces the removal of its sales and service to 1646 Vincennes Avenue.

Little Rock, Ark., Oct. 14.—A handsome new building has been completed for the S. R. Thomas Automobile Company at Capitol Avenue and Arch Street. This firm is Dodge distributor here and is holding open house during the state fair this week. H. C. Thomas, Lindsay Thomas and Raymond Thomas are also members of the firm. A branch is operated at Pine Bluff.

Monticello, Ill., Oct. 14.—E. A. Johnson has purchased the brick building at 212 West Washington St. and plans to establish there his Hudson-Essex dealership, after alterations are made.

San Antonio, Tex., Oct. 14.—The Southern Motor Sales Company, south Texas Cleveland distributor, has moved to larger quarters at 806 Broadway. T. W. Wheeler is manager. The company took over the Cleveland car distributorship in San Antonio one year ago.

El Paso, Ill., Oct. 14.—T. E. Boyd, distributor of the Buick car in Woodford county, has obtained a new garage and with larger sales space on East Main Street. Next year Boyd proposes to erect a building of his own on lots recently secured.

DEALER DOINGS

San Diego, Cal., Oct. 14.—Announcement has been made by the Chevrolet Motor Company that the Campbell Chevrolet Company of San Diego was the leading firm in recent sales contest for the ten counties comprising southern California. The Campbell company gained over 250 per cent, for the month, selling 103 cars in San Diego alone.

Buffalo, N. Y., Oct. 14.—Milton E. Vine and Harold Martyn have organized the Vine-Martyn Motor Corporation, which has been appointed a Hudson-Oliver dealer in the Kensington section.

Los Angeles, Cal., Oct. 14.—The Pacific Motors Garage, at 11310 South Main St., has been appointed another Star dealer for the metropolitan district.

Memphis, Tenn., Oct. 14.—The Gerber Hudson-Essex Company has been appointed Memphis metropolitan dealer for Hudson and Essex cars. John Gerber, head of the concern, is having a building on Union Avenue remodeled and expects to hold the formal opening soon.

Spokane, Wash., Oct. 14.—Trenary Sales and Service, Inc., Packard distributor and Hudson-Essex dealer here, has discontinued car storage.

Salt Lake City, Utah, Oct. 14.—A. E. Tourssen, local representative for the Oldsmobile for several years, is opening a branch in Provo, Utah county seat. A modern building in that city is under construction for the purpose. B. F. Penney will have charge.

Out on the Coast

By John C. Wetmore

Los Angeles, Oct. 14.—Any old timer's racing memories would



furnish Automotive Daily News a column a day for months. It would probably be interesting reading for the youngsters of the sport and industry. I shall only, however, from time to time give them

some of the high spots of my recollections of the early days of motor speed reporting.

It will refresh the memories of the "vets" and perhaps be news to the "kids" that America's first road race was run at Chicago on Thanksgiving Day, 1895, and was won by Charles E. Duryea in his three-wheeled gas car. The first track race took place at Narragansett Park in October the following year. A. L. Riker, later designer of the Locomobile gasoline cars, won the feature race in his electric, averaging twenty-seven miles an hour in his fastest heat.

So much for the birth of the speed game in this country. Now for a memory or two of races I saw long before the Vanderbilt Cup contests on Long Island, which began in 1904, or the Ormond Beach races, which started in 1903. The first race I saw and reported was a 100-mile road event run on Long Island on April 14, 1900. I quote from my records the times and order of the finish: A. L. Riker, Riker electric, 2h. 3m. 30s.; S. T. Davis, Jr., Locomobile steamer, 2h. 18m. 27s.; Alexander Fisher, gasoline, 2h. 30m. 1s.; D. W. Bishop, Jr., gasoline, 2h. 37m. 52s.; Albert C. Bestwick, gasoline, 2h. 46m. 40s.; G. F. Chamberlin, gasoline, 2h. 48m. 42s. If I recollect aright Fisher and Bishop drove imported cars; and Bestwick and Chamberlin, Wintons.

The first straightaway trials in the world were held on the Coney Island Boulevard on November 16, 1901. It was here and at this time that Henry Fournier, a French road racing crank, in a 40 horsepower Mors, set the mile mark at 51 4-5s. I remember how we reporters and fans, at the risk of our lives, lined up at the finish, leaving him, like the ignorant D. F.'s we were, only a narrow lane through which to finish. That same day A. L. Riker drove his electric—a mere nest of batteries—almost a mile in one minute on the cycle path that ran beside the course. His time being 1m. 3s. Fournier's trial, incidentally, followed the catastrophe that came to A. G. Batchelder of the A. A. A. and John Gerrie of the N. Y. Herland, when, with Fournier, they motored out on Long Island to find a place for a mile trial, and were struck by a train and laid up a long time in the Mineola Hospital. Fournier escaped injury.

The following year, on May 30, the Automobile Club of America made an attempt at a straightaway trial meet down on Long Island. In that race Walter Baker, driving the Baker Torpedo, an electric speed creation, lost control of his steering wheel in crossing a trolley track, and dashed into the crowd at the finish, killing two or three and injuring several others. Incidentally Alfred Reeves, now N. A. A. C. general manager, was then automobile editor of the Evening Mail. With a true newspaper man's foresight he had looked over in advance the telephone facilities and found that there was only one phone available. When he saw Baker's car swerve he sensed what would happen, dashed for the one phone, seized it and held it until he had given his paper the full story and enabled it to beat all the other afternoon papers on the street by a half an hour with the big news.

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5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

INCREASED loyalty, renewed ambition and greater pride in service from your men will result if they can qualify and receive the recognition as a certified service man; full information gladly furnished. Address Certified Service Men's Association, 234 East Market St., Greensboro, N. C.

HERE'S an idea for some live service station.—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

AUTOMOBILE sales concern, established over 20 years in Chicago, will sell all or part of the business; small amount of cash needed for responsible party; very well known franchise now handled and a very good lease; \$15,000 to \$25,000 will handle; a wonderful opportunity. Address Box 44, Automotive Daily News.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage man; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

BUSINESS OPPORTUNITIES

EXPANDING automobile financing corporation wants general agent for New York; requirements: Fidelity bond and sufficient capital for small first class office and modest advertising expense; must be responsible man and purchase nominal amount of stock in this corporation; interview at New York will be arranged for suitable applicants; we lawfully control the Robertson Finance Plan, whereby purchaser of any car, constituting ample security, receives 6% interest on payments made before delivery of car and pays balance owing thereafter in 25 monthly payments and disposes of used car in trade to better advantage.

TEXAS SECURITIES CORPORATION, Home Office, San Antonio, Tex.

OWNER, RETIRING.

will sell automobile service station and accessory business; business established 15 years and doing about \$75,000 annually, yielding substantial net profit; inquiries invited from responsible individuals who know the business and can manage capably; \$10,000 to \$15,000 cash required. Box 45, Automotive Daily News.

PATENTS

PATENTS and trademark matters. Geo. A. Senior, 63 Park place, New York city.

INCORPORATIONS

Columbus, O., Oct. 14.—New incorporations in Ohio include:—

Sheets Quality Tire Company, Toledo, \$10,000; general retail tire business, C. M. Sheets, J. H. Sheets, Minnie Sheets, Ruth M. Sheets and Jack L. Griffith.

Lawrence-Ohio Company, Cleveland, \$10,000; manufacture and deal in auto parts and accessories; A. W. Harman, J. Wertheim, E. M. Goodsmith, P. L. Polster and D. J. Fishman.

Bentley Motor Company, Youngstown, \$50,000; Studebaker dealer, Robert Bentley, Robert Bentley, Jr., Frank Zug and S. S. French.

Bismarck, N. D., Oct. 14 (U. T.

P. S.)—Articles of incorporation have been filed for the Velva Petroleum Company, Velva, \$225,000; to prospect and drill for oil; L. L. Colby of Minot, F. X. A. Perrin, J. N. Everts, Esther V. Johnson, F. V. Johnson and George Wasson of Velva, and William McIntyre of Grafton; J. N. Everts, general manager.

Olympia, Wash., Oct. 14.—New Washington incorporations include: The Peters-Dale Overland Corporation, Kelso; \$25,000; Charles A. Peters, E. E. Dale and E. C. Blue; motor vehicles, automobiles, etc. Stuver Motor Company, Auburn; \$20,000; automobiles.

WANT

To Buy an Automobile
To Sell Your Business
A Fast-Moving Salesman
To Patent Your Invention
To Sell Your Used Cars
More agents & distributors
Additional Capital
A Reliable Partner
More High Class Dealers
To buy a profitable business
To sell parts & equipment

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Then Why Not Use the CLASSIFIED SECTION of the AUTOMOTIVE DAILY NEWS?

No matter what you want out of the automotive industry, the AUTOMOTIVE DAILY NEWS will reach every section of the country with your advertisement and bring

RESULTS!

Here is a chance for you to get what you want—and to get it quickly, because the AUTOMOTIVE DAILY NEWS reaches the trade, manufacturers, wholesalers and retailers every day, and is eagerly read by them from the first page to the last line on the back page.

You now can, for the first time in the history of the industry, send your message overnight to thousands of prospects, all of whom represent individuals who are potential customers.

Don't Wait Weeks for RESULTS

JUST SIT DOWN RIGHT NOW AND PREPARE AN ADVERTISEMENT FOR INSERTION IN THE CLASSIFIED SECTION OF THE AUTOMOTIVE DAILY NEWS—JUST TAKE THE SHORT-CUT TO THE CLASS OF MEN IN THE AUTOMOTIVE TRADE YOU WANT TO REACH.

Put your message in words and the AUTOMOTIVE DAILY NEWS will be your best salesman

AUTOMOTIVE DAILY NEWS
1926 Broadway New York, N. Y.